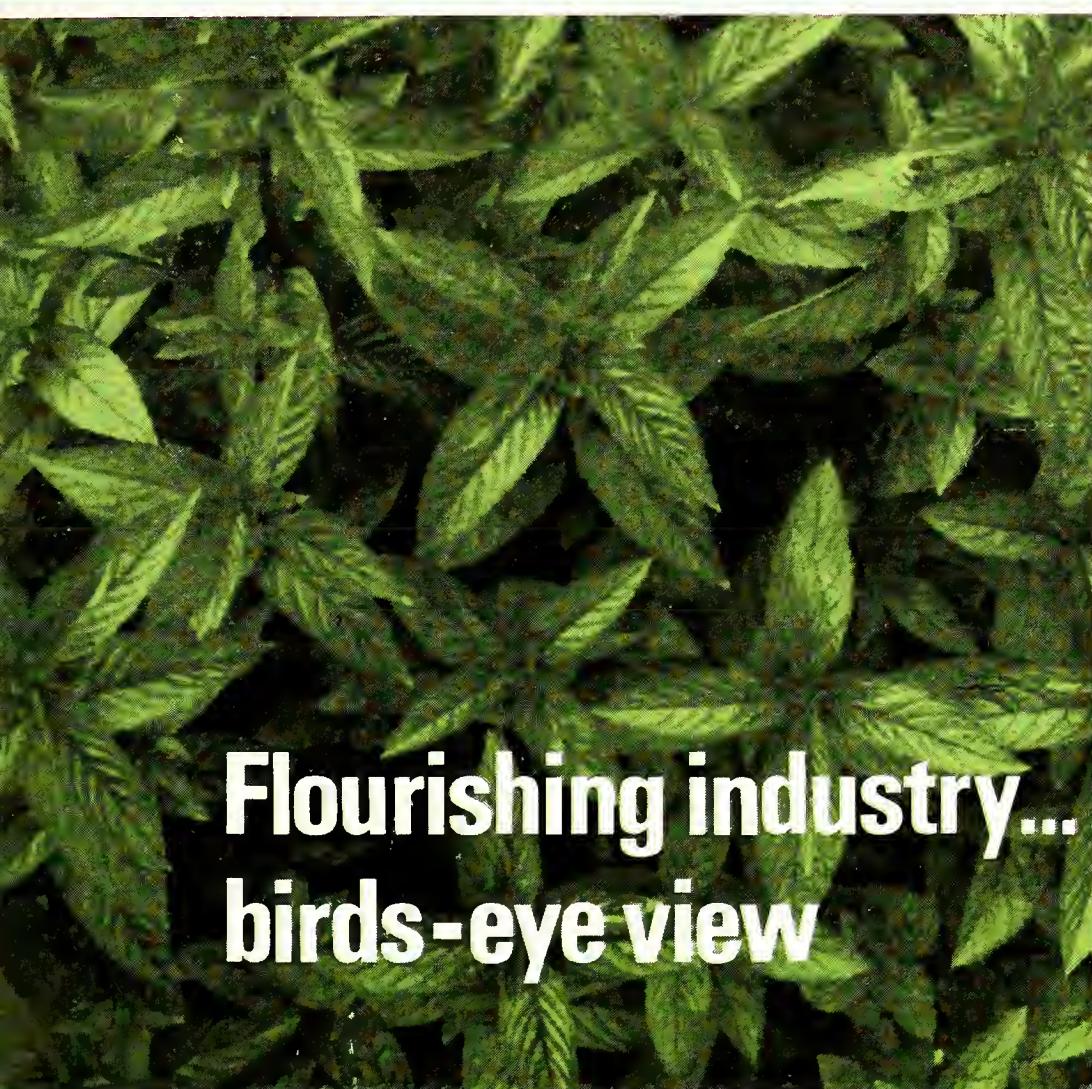


Chemist & Druggist

May 11 1974 THE NEWSWEEKLY FOR PHARMACY



**Flourishing industry...
birds-eye view**

Mentha Piperita

In the rich fertile acres of Ransom's farmlands, scores of medicinal and essential-oil bearing plants thrive to perfection under the devoted skill of specialist scientists. Processed and assayed with the same meticulous care in Ransom's laboratories, these plants yield superb products that fill the galenical warehouses of the world. Ransom's can also process your own materials, to conserve your capital and reduce your overheads—all in the strictest confidence. Ransom's is an entirely self-contained business, unconnected with any other firm in the industry.



William Ransom & Son Ltd.,
HITCHIN HERTFORDSHIRE ENGLAND

Established 1846

Hair Care

SPECIAL SUPPLEMENT

**'Self Care'
conference**

**Counter sales
12% up**

**Pitfalls for
retailers**

Roche have discovered Eversun. So get ready for a very good summer.

Now there's a new suntan product that protects against sunburn far more effectively than ever before.

It's called Eversun. And it's very different. Because it acts *within* the skin, not just on it. That's where sunburn starts, so that's where Eversun stops it. Before it can even begin.

The discovery that made the difference.

Eversun's active ingredient is a remarkable natural substance called Guanin. Roche's research scientists discovered that when it penetrates the skin, it actually counteracts the destructive effects of ultra-violet sun rays on the skin cells—the biological cause of painful sunburn.

Without preventing natural pigmentation developing into a tan, Eversun also contains

d-Panthenol, known to promote a good tan, and moisturisers to stop the skin from drying and peeling.

Every type of skin, too. Eversun comes in not one but *four* different protection strengths. To cater for every sort of skin sensitivity—under every sort of sun.

Backed by a big advertising launch.

Eversun is great news for sunlovers who've always ended up as sun sufferers. As they'll find out from May through to August in a big £150,000 national advertising campaign. It includes a series of double page colour spreads in the Reader's Digest, Woman's Own, Woman's Realm, Woman & Home, Vogue and She—reaching over 12½ million readers!

And that's good news for you. Now all you've got to do is stock up and display Eversun. And enjoy a summer full of sales.



EVERSUN

Man's latest discovery, for every body under the sun.

Eversun is a product of the Cosmetic Division of Roche Products Ltd., the makers of Pantene. All enquiries to the sole U.K. distributor: Thos. Christy & Co. Ltd., North Lane, Aldershot, Hants. Telephone Aldershot (0252) 29911.

The newsweekly for pharmacy
11 May 1974 Vol. 201 No. 4912
115th year of publication

Contents

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Comment	565
□ Self care	565
□ In the right direction	565
Counter Sales 12 per cent up	566
NPU and child resistant containers	566
OTC medicines exempted from profit cuts	567
Increasing veterinary business	567
"Abuse medicines" should not be displayed	568
British Code of advertising practice	568
The Xrayser column: Self medication	569
Statutory Committee report	570
Attempt to restrict medicines to pharmacists attacked	579
Radioisotopes in pharmacy and medicine	581
Pitfalls for retailers in New Bill	584
Jill Knight M.P. defends her safety containers Bill	587
A. A. Trading	587

Appointments	588	News in Brief	569
Business Q & A	582	On TV Next Week	574
Coming Events	587	People	569
Company News	588	Postscripts	565
Letters	587	Prescription Specialities	576
Market News	590	Trade News	572
New Products	575	Classified	592

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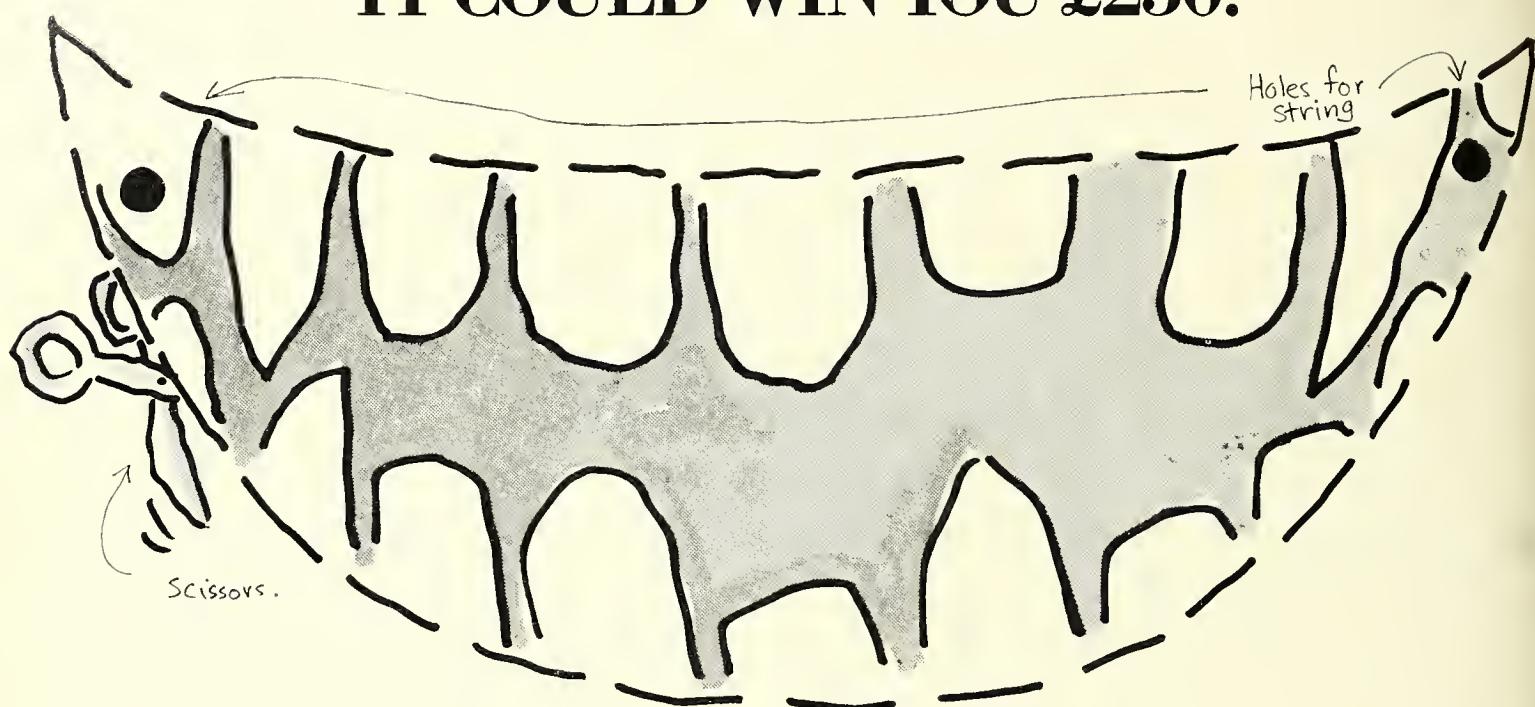
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Sir Derrick Dunlop thinks tighter controls on proprietaries 'anomalous' (p 579)

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PUT ON A HAPPY FACE THIS MONTH. IT COULD WIN YOU £250!



Here's a little help to keep you smiling at your customers. No matter how you feel.

Because any one of them could win you up to £250 in Efferdent's grand £4,000 'Spot the Tennis Ball Competition.'

There will be prizes of £2,500, £1,000 and £500 for your customers. With a bonus of £250, £100 or £50 for you if they win.

There will be competition ads in the Sun, Reveille and the News of the World, during Wimbledon week. And our reps will be round with attractive trade discounts and plenty of extra entry forms for you to dish out to your customers.

They have to buy an extra pack of Efferdent for every three attempts. And with more than 15 million people reading our ads. That could mean an awful lot of Efferdent.

So apart from making sure you're well stocked. Keep on smiling, that's all you have to do.



Everyone's a winner with Efferdent!

Comment

Self Care

Doctors have "only just started looking outside their door" to see what patients do before they visit the surgery, said Professor W. J. M. Butterfield, vice-chancellor, University of Nottingham, last week. Professor Butterfield was chairing the one-day conference on self care and health maintenance (page 579).

A number of the speakers at the conference commented that there was little information on what patients did about self care, although one-third of the money spent on drugs involves OTC products. One speaker felt that the proportion disguised the real amount of proprietary medicines used, as prescription medicines generally cost more than OTCs.

An "independent" group—the Panel on Self-Care—has been set up to study self care. According to its chairman, Dr John Fry, the Panel "arose spontaneously". The Panel includes Dr J. A. D. Anderson, Professor Butterworth, Dr T. L. C. Dale (medical advisor, Beecham Products Ltd), Dr B. A. Elliot (medical director, Miles Laboratories Ltd), Miss Clair Rayner who writes the Ruth Martin column in *Woman's Own*, and the "problem page" in other magazines), Mr G. Teeling-Smith (director, Office of Health Economics) and Mr J. P. Wells (director, Proprietary Association of Great Britain). The secretary is Mr H. H. Harris, 21 Manor Road North, Wallington, Surrey.

The Panel hope to study what is being done at the moment in the area of health care, and review what is possible. They have already prepared a report, presented at the conference by Dr Fry, reviewing literature previously published on the subject.

The report's recommendations include:

- "Self care and all its implications is an essential and inevitable level of health care. Within it, health education and information, self medication, health maintenance, disease prevention and doctor co-operation are important components that must be encouraged."
- "Self care has been almost completely neglected as a sphere for study and research."
- "Self care cannot be studied in isolation. The whole process of primary care, involving self care and first

contact medical care, by general practitioners in Britain, must be studied in order that the roles of the public and the professions can be best defined.

- Closer contacts, collaboration and discussions are necessary between all those involved and interested in self care.

An immediate reaction to the "spontaneous independent group" concerns its membership and the outstanding omission of representatives from retail pharmacy. That omission casts a shadow of doubt concerning the Panel.

Agreed, truly independent research on the subject of self care in all its aspects is required but where better to begin than in the pharmacy?

In the right direction

Pharmacists will welcome the stricter controls on the advertising of medicines (see p 568) although those with extreme views may consider that the restrictions should be total rather than in degree.

A general requirement for advertisers is that "no advertisement should encourage, directly or indirectly, indiscriminate, unnecessary or excessive use of (medicinal) products." Products mentioned specifically as being open to "unacceptable claims" include analgesics, antiseptics, corn removers, indigestion remedies, laxatives and vitamins. Claims for the speed of medicines in relieving certain symptoms will also have to be modified.

Much of the new code for advertisers is concerned with claims for cosmetics, particularly those containing vitamins or hormones. One large section is devoted to hair and scalp products.

At the same time, the European Code of Standards for the Advertising of Medicines has been released following adoption by the European Proprietary Association (see p. 566). The code requires that all claims made for products should be truthful and capable of being supported by adequate evidence.

As with all voluntary codes, it is their implementation that determines their success.

Post Scripts

'Carried bag' advertising

H. J. B. Plastics Ltd have sold a new idea in "carried bag" advertising to Supersave, Midlands discount toiletries chain. The polythene Teno carrier has "shoulder" handles and when it is carried both its sides show—offering "fore and aft" advertising opportunities!

Three names have been promoted so far—Sunsilk, Arrid and Liga baby foods. For Supersaver's competitors, perhaps its

just as well you can see only one side of the bag at a time!

'Titrating spendthrifts'

A surprising use for one of the butyrophenone drugs was revealed by Professor W. Linford Rees of St Bartholomew's Hospital, London when he spoke at a luncheon this week in Marlow, Bucks, to mark the opening of Janssen Pharmaceutical Ltd's new UK headquarters (see p 588). One of his patients who was given to bouts of spending had been in a state of mania for one week during which time he had spent £700 on presents, clothes and a secondhand motor car. Professor Rees

put him on haloperidol and within a few days his activity and spending had been reduced to normal limits. He was a person who had recurrent attacks of mania and about a year later the Professor was called in again and was able to start a treatment even earlier so that he only spent £70 and on a third occasion by starting treatment earlier still he was brought under control having spent £10. "It was remarkable in this case that not only could one control the rate of spending by the speed with which one applied the drug, but also one could titrate the patient's mood by the dose of haloperidol given", the professor said.

Chemists' counter business

up 10 per cent - Nielsen

The depressing "knock" in chemists' turnover seen at the end of 1973 did not follow through to January-February, according to the latest *Retailer Report* published by the A.C. Nielsen research organisation.

Turnover for this period was 10·4 per cent ahead of January-February 1973, caused almost entirely by a gain in NHS. Counter business for all chemists (excluding Boots) was 12 per cent up.

"It is perhaps of more than passing interest to note that grocers' turnover increased by 12·7 per cent in 1973 over 1972 but food prices increased by 15·1 per cent," says the report. Although there is no reliable price index of grocery prices or chemists' counter lines alone, which "makes the latest Budget proposals on retail profit margins a disturbing prospect".

Average counter turnover for the large independents was £28,000 in 1973 and for small independents £9,000. (The dividing line between large and small was £34,550 total turnover).

In January-February counter sales represented the following percentages of total turnover:- multiples—Co-ops 55·2, large independents 48·3, small independents 40·6. Cash sales breakdown showed an increase of 10 per cent for multiples—Co-ops and independents 13 per cent (large + 14, small + 11). The average weekly turnover as cash sales in large independents was £517, in multiples—Co-ops £486 and in small independents £167. NHS receipts were £517, £433 and £300 respectively.

In December 1973, independents dispensed 87 per cent and multiples 13 per cent of NHS prescriptions, averaging 1,803 and 2,028 per shop. In January, independents dispensed 87·2 per cent and 12·8 per cent of NHS prescriptions, averaging 1,960 and 2,180 per shop. The NHS represented the following percentages of total turnover in January-February:- multiples—Co-ops 42·6, large independents 48·9, small independents 58·2.

NPU refutes 'vested interest' charge

The suggestion in the *Sunday Times*, May 5 that chemists have a vested interest against changing to child resistant containers has been refuted by Mr J. Wright, secretary, National Pharmaceutical Union.

In a letter to the editor he points out that the NPU objected to the suggestion that pharmacists should charge for such containers when dispensing NHS prescriptions. "The safe-keeping of dispensed medicines should not rest entirely on patients' willingness or ability to pay the extra charge.

"Additionally the claim made in the

article" Mr Wright continued "that chemists "can name their own prices for many pain killers sold in bottles, but not for pills sold in strip or bubble packs" is also factually wrong. The sales of all proprietary medicines are controlled by resale price maintenance irrespective of the way in which they are packed.

"Our fundamental and continuing fear, is that available safety containers do not, infact, provide an adequate degree of protection, and that their use might, therefore, engender among the public a false sense of security and a lessening of care towards other medicines not similarly packed. We are naturally conscious that pharmacists have a vitally responsible role to play in this matter and until we are convinced that safety containers are fool-proof, we will continue to hold the opinion that the most satisfactory way of encouraging the safe-keeping of medicines is to pursue vigorously the campaign for educating the public to keep all medicines out of the reach of children".

European advertising code for medicines adopted

A code of standards for the advertising of medicines has been adopted by the European Proprietary Association which represents pharmaceutical companies in Europe who manufacture and distribute medicines advertised to the public.

The code, which is now compulsory for the 410 European pharmaceutical firms which are members of the Association, includes the following requirements for the advertising of proprietary medicines:- No advertisement should make the reader or listener fear that he or she is suffering or may without treatment suffer from any serious ailment. There should be no reference to prizes, competitions or any devices calculated to stimulate abuse or misuse of medicine without therapeutic justification.

Advertisements should not be directed exclusively to young people, offer to refund money to dissatisfied users, or promote sale by mail order unless the products concerned are not readily available from shops.

Package leaflets and labels should show the name or address of the company or person responsible for marketing, the name of the pharmaceutical specialty and its active constituents, the main indications, dosage and all other directions necessary for proper and safe use of the product.

Herbal remedies symposium

A symposium on "Herbal remedies in Europe" is to be held at the School of Pharmacy (lecture room D4), University of Bradford, on May 22 at 2pm.

Speakers will be Professor E. J. Shellard, Department of Pharmacy, Chelsea College, on "Herbal remedies and the pharmacopoeia in Europe"; Dr F. J. Evans, School of Pharmacy, University of London, "Problems of standardisation of herbal remedies in the UK"; and Mr F. Fletcher Hyde, president, National Institute of Medical Herbalists on "Therapeutic uses of herbal remedies".

There will be an exhibition of the Pharmaceutical Society's collection of materia medica and herbaria in rooms L8-11 from 11am to 6pm.

Inquiry into installation costs of security cabinets

The Department of Health has agreed that an inquiry should take place into costs of installation of the new security cabinets. A meeting of the Central N.P.U. (Chemists Contractors) Committee was told on April 24 that representations should be made to the Department that the agreed costs be included in the accounts due in the balance sheet.

The Department has agreed to submit proposals to the Committee for consideration at its May meeting on rota and out-of-hours fees and at its June meeting remuneration for oxygen services. Further counter proposals on the container alliance will be submitted following the Committee's rejection of the Department's proposal of an increase in 0·1p. The Department is to take up with the Family Practitioners Committees the matter of issue of cheques on the first working day of the month.

The Committee rejected a proposal from the Department that payment for metoclopramide tablets 500mg should be based on the price of Dopame tablets 500mg in June 1.

A meeting is to be arranged with the Department following concern that the whole of the Central NHS levy could no longer be collected from contractors on statutory basis.

Mr G. T. M. David was elected chairman for the ensuing year.

The decision by Mrs Barbara Castle to drop the state reserve pension scheme means that purpose of the new pension schemes devised in recent months has not yet been decided. Until the details of the government policy are known no further action can be taken.

The N.P.U. is cancelling publicity its schemes and all pharmacists expect personal reports will be receiving leaflets explaining the situation from Sir Alan Wrightson the N.P.U. consultants. Full statements will be made when relevant government proposals are received.

Group election result

The result of the election for five members to serve on the Agricultural and Veterinary Practice subcommittee of the Pharmaceutical Society was announced last week. Successful candidates with the number of votes received were: Sydney Land, 87; Gordon H. V. Campbell, 74; Peter J. Copus, 73; Harold Jobson, 92; William P. B. Philpotts, 110.

Not elected were Christopher D. C. 45 and Vernon Thompson, 71. The election will be in two years time.

May, 1974

OTC medicines exempted from profit cuts

les of proprietary medicines are exempt from the Government's controls on repricing and profit margins introduced last Monday.

Non-food distributors are now required to reduce their permitted gross profit margin by 10 per cent. This provision does not apply to retailers with a total annual sales of less than £250,000, wholesalers with a turnover under £500,000, or if the firm's net profit margins would be reduced more than 25 per cent below its reference level.

A spokesman for the Price Commission told *C&D* that the gross profit margin includes NHS dispensing, (the NPU are trying to reverse this decision) and that the proportion accounted for by proprietary medicines must be based on "honest assessment".

A further provision allows the Price Commission to vary permitted margins of profit.

Retailers must not reprice goods on display if the price of replacement goods increases, even if those price increases would otherwise be allowed under the Code. But this provision only applies to quick-selling items ie items which are turned over ten or more times a year. It does not apply

to repricing of goods which have been on special offer or goods exempted from restrictions on resale price maintenance. Provision is also made for the Price Commission to accept other repricing practices which they are satisfied, after consultation, are not against the consumers' interest.

Manufacturers will not be able to increase prices which are subject to the Code within three months of the last increase unless the permitted price increase is at least 10 per cent. Certain special provisions are made for firms making products where raw materials form a high proportion of costs.

The Notification Order is amended to require pre-notification to the Price Commission of price increases under cost adjustment clauses (ie clauses in contracts providing for automatic price increases when costs rise) introduced since March 25 in areas where these clauses did not previously apply.

Category II firms are now required to give 28 days notice of proposed price increases.

The Counter-Inflation (Price and Pay Code) (Amendment) (No. 2) Order 1974. HM Stationery Office, SI 1974 No. 785, £0·06.

2,000 sq ft but they could really do with 4,000 sq ft. In the meantime every bit of space was put to use and in some parts former living quarters had been taken into business. They had a surprisingly high stock turn — 12 times a year. Stocktaking was done in July when their stocks were very low.

For administrative purposes it had been found necessary to split the business three years ago, the agricultural side being headed by Mr Lane and the traditional pharmacy in which 4,000 prescriptions are dispensed monthly supervised by Mr Phillpotts.

After seeing over the pharmacy, and warehouses visitors drove to the local archeological society's museum at Wolverton where there is an interesting collection of antique farming and agricultural equipment collected from the farms in the area which became "casualties" of the Milton Keynes project.

Chemist's March sales

Chemists and photographic goods dealers' retail sales index rose 17 per cent in March, according to the Department of Trades figures. Independent chemists advanced 16 per cent, compared to 7 per cent for independent retailers generally. The index (1971=100) for all chemists is now 128, and for independents 123. Figures for multiples and Co-operatives are not given, and NHS receipts are excluded from the calculations.

"Pay a fee says" doctor

A Sheffield doctor has written to about six drug firms suggesting their representatives should pay doctors a consultation fee.

Dr John Hopkinson feels he gets no benefit from their visits, as all the information he needs is on the drug data sheets or in the ABPI Compendium and "usually drug side effects are not foremost in their minds". All patients other than NHS patients have to pay for a consultation so why not representatives, he says.

New pharmacy registration procedure in Scotland

The method of applying for registration of new pharmacies under the Medicines Act is given in the annual report of the Pharmaceutical Society's Scottish Executive.

Approval is obtained from the Secretary of State for Scotland through the Society's Scottish Department. Applications, accompanied by a sketch plan drawn to scale of the new premises and the appropriate fee, should be submitted to the Resident Secretary, Scottish Department, The Pharmaceutical Society, 36 York Place, Edinburgh EH1 3MU, from whom application forms and explanatory notes may be obtained.

□ The six retiring members of the Scottish Executive, all eligible for re-election, are J. B. Dunnett, J. S. Galloway, J. W. Goodchild, D. C. Mair, Miss E. A. Meikle, and R. S. Morrison. Nominations for the six vacancies should be sent to the Resident Secretary by May 13.

Help for increasing veterinary business

The need for sufficient storage space and adequate road approach to the warehouse for articulated vehicles was stressed in the second of the Agricultural and Veterinary Pharmacy Group's visits to pharmacies specialising in animal health and agricultural products. (The first was described last week p 553).

The visit on May 1 was to the pharmacy of Mr W. P. B. Phillpotts which trades as Box & Robinson Ltd, 75 High Street, Stony Stratford, Bucks. There has been a

Mr Phillpotts

pharmacy on those premises since 1760 and the frontage has been largely unaltered since that time.

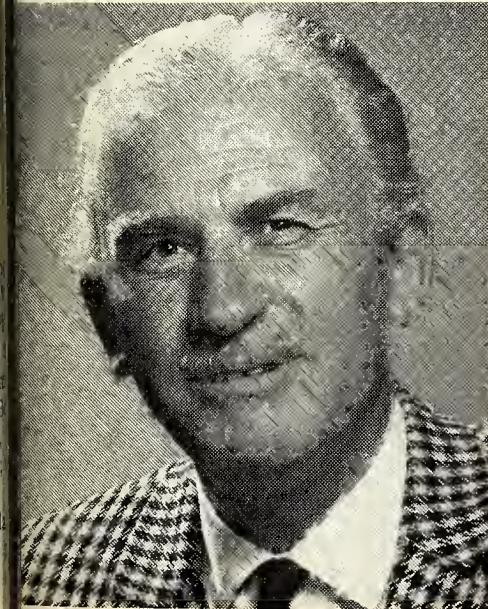
Returning to the pharmacy from the forces in 1946, Mr Phillpotts said that by 1948 he had become "bored" with the sales of cosmetics and so looked around for an extra sphere of activity. He soon decided to specialise in supplying farmers with their agricultural and animal health products because Stony Stratford was in the centre of a thriving mixed farming area despite the town having "lost its cattle market".

Expansion and curtailment

Business soon expanded but after a few years he had to face a sizeable curtailment in the market. A new city — Milton Keynes — was to be built on the doorstep and 27,000 acres of arable land was lost. He decided to canvas farmers further afield to offset the losses before they came about. That he has been successful is seen by the fact that he now employs 23 staff including three agricultural representatives.

In seeing a threat to his agricultural business with the coming of the factories Mr Pillpott also saw an opportunity to wrest business from them by offering supplies of first aid and hygiene products. In this sector, he said, the company was building up a useful business.

Giving further details of the business Mr Phillpott's partner, Mr John Lane, said they had a storage capacity of about



Professional News

Pharmaceutical Society of Great Britain

Abuse medicines should not be displayed, says Council

Medicines which are likely to be the subject of abuse should not be displayed for sale in pharmacies. Display, which is an offer for sale, can be interpreted as promotion and this is not appropriate for the kind of medicinal products concerned. This was decided by the Council of the Pharmaceutical Society of Great Britain at its May meeting.

In recent months there has been a number of reports in the Press and elsewhere relating to medicines which, although valuable in the treatment of specific conditions, may be misused. The medicines concerned may only be sold to the public from pharmacies. Storage in the dispensary or some other place out of sight of customers in the pharmacy will help to illustrate clearly to those who request the products that close supervision of sales is being exercised by the pharmacist, the Council adds.

On the recommendation of the Organisation Committee, the Council adopted the revised scale of grants for the regions. The new scales allow: 5p per member for the first 1,000, 3p per member for the next 1,000, 2p per member for the next 1,000, and 1p per member for the remainder. The result is a substantially increased grant for the smaller regions and a lesser increase for the two regions which have more than 3,000 members. The conference grant remains at 3p per member. The Council is to invite two members of the British Pharmaceutical Students Association executive to attend the 1974 British Pharmaceutical Conference in Nottingham.

Somerset dispensing scheme

The general practice subcommittee noted with interest the developments in Somerset where the area health authority had made arrangements under which prescriptions written in family planning clinics would be dispensed free of charge in general practice pharmacies. In the scheme the proprietors are reimbursed at the retail cost of the products supplied. The Committee welcomed the development and considered that it might be useful for details of the scheme to be given to all Area Chemist Contractors Committees.

Noting that there was representation of both hospital and general practice pharmacy on the new Area Pharmaceutical Committees, the Practice Committee discussed the question of how APCs, and, in addition, Regional Pharmaceutical Committees, would be provided with information and guidance on professional matters. It was decided that the matter should be raised with the Central NHS (Chemist Contractors) Committee and the Guild of Hospital Pharmacists.

Samples of skillets for strip and blister packs of tablets were received from Pira, the research association which has been

developing dispensing containers at the request of the Society. The sizes of the cartons are: Size 1 — 55 x 22 x 85mm; size 2 — 55 x 25 x 120mm; size 3 — 85 x 40 x 120mm; and size 4 — 70 x 40 x 175mm. The subcommittee considered that that range of sizes was satisfactory and that coated Duplex boards should be used in their construction. It also approved of a wallet-type "envelope" which allowed a single strip of tablets or capsules to be stapled within the pack. The Council agreed that an approach should be made to the British Standards Institution suggesting that the relevant standard should

be amended, and request them to commence work on the establishment of a standard for a wallet-type "envelope" of the kind approved by the subcommittee.

Following discussion by the subcommittee on the "Design guide for health centres", it was recommended that a number of points concerning access to the pharmacy, storage of drugs, and security should be made to the Department of Health by the Society. The Council agreed to the recommendation.

The Council agreed that an approach should be made to the Central NHS (Chemist Contractors) Committee seeking its agreement to the salaries of pre-registration graduates being removed from the global sum associated with NHS remuneration and a direct reimbursement being made of the appropriate proportion of the graduate's salary to those chemis contractors who engaged graduates for preregistration experience.

The president, Mr D. E. Sparshott, paid tribute to Mr W. A. Beanland and Miss M. A. Burr who were both leaving the Council. He asked Miss Burr to accept a gift of a clock.

New code outlines stricter medicines advertising standards

Stricter controls on the advertising of medicines are recommended in *The British Code of Advertising Practice* launched last week. The following are among its new recommendations:

No advertisement should claim a product does not contain a given ingredient commonly used in competitive products in any way to suggest that the ingredient is harmful. "Exaggerated claims" should not be made about the speed with which medicines relieve pain or symptoms of colds and influenza.

Anti-perspirants' advertisements should not make "exaggerated claims" to keep skin dry, either absolutely or for a specific period, and no claims should be made that products taken by mouth have a body deodorant effect.

Advertisements for antiseptics must not imply that they give complete protection against disease or are a substitute for cleanliness nor exaggerate the dangers of bacteria in the normal domestic situation. Antiseptic gargles should not be presented as cough treatments.

The effectiveness or safety of particular contraceptive methods in comparison with others should not be exaggerated. The Code has no objection to the advertising of contraceptive methods providing reference is made to the fact that certain methods are available only on prescription.

Products for corn removal may be advertised only if medically approved for that purpose. Claims that a cosmetic contains ingredients with special properties should be supported by evidence and advertisements should not claim that any preparation rejuvenates the skin or muscles or that hormones or vitamins delay wrinkle formation.

Advertisements referring to hay fever or other allergies should not suggest a product will clear up the condition unless it contains appropriate antigens or is universally effective against the allergy. No product should be advertised as suitable for treatment of serious or frequent head-

aches or as a preventive or course of treatment for headaches.

Claims for herbal and homeopathic products "will be assessed in the light of expert opinion."

Claims for indigestion remedies should not refer to nausea or lack of appetite which may be symptoms of more serious conditions. Laxatives should not be advertised for habitual use or for relief of pain or indigestion other than abdominal distension caused by flatulence, or for an benefit to the complexion.

Pregnancy test kits for home use may be advertised if their efficiency and adequacy of instructions supplied can be demonstrated. No advertisement should contain any claim for slowing down the ageing process based on a product containing procaine or any other content.

No medicine, product, appliance or device may be advertised for treatment of arthritis or chronic rheumatism.

Claims as to the efficiency of toothpaste should also be related to the need to brush the teeth regularly.

Vitamin preparations containing folic acid in amounts likely to mask symptoms of pernicious anaemia should not be advertised to the general public. An advertisement for vitamins and minerals should claim that there is evidence of general deficiency of these substances, that a full, varied and properly prepared diet needs to be supplemented, that good looks, health and energy are better maintained through consumption of more vitamins or minerals, that vitamins applied to the skin are in any way beneficial to healthy skin or that vitamins in suntan lotions promote suntan or prevent sunburn.

Claims relating to baldness, hair growth, dandruff, greasy hair and other scalp conditions are also to be more tightly controlled. No product should claim to permanently prevent baldness, dandruff, greasy hair, or to thicken hair or merge split ends other than temporarily.

People

D. R. Bragg, head of Leicester School of Pharmacy, has been appointed assistant rector of the City of Leicester Polytechnic with special responsibilities for the faculty of science.

Mr Raymond Hutchinson, MPS, is a candidate for the political committee of the London Co-operative Society's Western area. The elections are this week.

Mr W. I. Shipley, MPS, Bromley, Kent, to stand again for the Liberal Party in the forthcoming by-election in the Lewisham South constituency on May 23.

Deaths

Allan: Recently, Mr Keith Allan, MPS, 7 High Street, Laurencekirk, Kincardineshire, aged 65. Mr Allan served his apprenticeship in Aboyne, Aberdeenshire and after qualifying in 1933, worked in London before acquiring a business in Laurencekirk in 1936. He retired in July 1973.

Campbell: On April 30, Mr Duncan Campbell, MPS, 26 Kinross Road, Leamington Spa, Warwickshire. Mr Campbell qualified in 1929.

McConville: On March 26, suddenly at hospital, Mr Bernard Joseph McConville MPSNI, 211 Lough Road, Lurgan, co. Armagh. Mr McConville qualified in 1937 after serving his apprenticeship with Mr A. J. Hughes, chemist, Lurgan.

McRoberts: On April 27, Mr John Andrew McRoberts, PhC, formerly of 23 St John's Park, Belfast. Mr McRoberts qualified in 1926 and subsequently was in business at Ormeau Road, Belfast, for many years until his retirement.

News in brief

■ Laurie Pavitt, MP, in the World at One radio programme on Wednesday wanted Collis Browne's Compound "on prescription only".

■ Smith & Nephew Associated Companies Ltd, has established a foundation to centralise the control and financing of its charitable activities. The Smith & Nephew Foundation will be administered from Smith & Nephew's head office at 2 Temple Place, Victoria Embankment, London.

■ In connection with the Commercial Travellers Benevolent Institution's 125th anniversary appeal, the president, Lord Craighton, has arranged an evening reception at the House of Lords on June 4 from 6.30 pm to 8.30 pm. Particulars from the secretary, No. 1 London Bridge, London SE1 9SZ.

■ Mrs Joyce Butler is seeking to introduce a Private Member's Bill in the Commons on May 15 to "confer powers in relation to the provision of information or instructions" on the sale of toiletries.

■ Over 20 Labour MPs have signed a Party motion calling on the Government to restore the cuts made by the former Conservative Government in the expendi-

Topical reflections

BY XRAYSER

Self Medication

In opening a discussion at the Royal Society of Health, held at Brighton recently, Mr W. A. Beanland, a member of Council of the Pharmaceutical Society, expressed disapproval of the wide distribution of proprietary medicines, their formulation and their advertising. An opposing point of view was put by Mr J. P. Wells, director of the Proprietary Association of Great Britain, a body which represents the manufacturers. It is nearly thirty years since Hugh Linstead indicted "patent" medicines, their content, their distribution and their advertising. It was pointed out by Linstead at the time that there was even then a conflict, for on the one side the Government was about to embark on the provision of a comprehensive medical service for the whole community, while on the other millions of pounds were being spent in an attempt to discourage the citizen from making use of the facilities which the State was placing at his disposal.

Linstead went on to say that the Government was facing a challenge. It accepted responsibility for a National Health Service which was to be universal, in the sense that it covered every citizen, and comprehensive, in that it covered his every medical or surgical need. "It cannot permit every device of modern publicity to incite the citizen to ignore the service provided by the State and to accept in its place one provided by the advertiser." We have seen a quarter of a century of the Health Service since those words were written, and we must ask ourselves whether, in principle, the situation has changed. I say "in principle", for legislation and pressure have compelled a more muted approach to the consumer. Nevertheless, the position remains, as Mr. Beanland stated, a strictly commercial, profit-based industry.

The other side

Mr Wells, without giving supporting evidence, said that it had been reported that people who used products for self-medication were the same people who were most likely to visit their doctors when suffering symptoms requiring his attention. The speaker quoted from "Without prescription", a report published by the Office of Health Economics, a body set up by the Association of the Pharmaceutical Industry itself. The PAGB had a code of standards which required that all labels, leaflets and advertisements should be submitted to the association for sanction prior to publication. That scrutiny was carried out by staff which included pharmacists, medical advisers and consultants.

I have examined some of these advertisements, and there is no doubt that they have been carefully "vetted", though on occasion what is not said is more important than what is said. Mr Wells' protestations over the removal of phenacetin from advertised medicines eight years earlier than the introduction of legal control would be more convincing if the name of the product concerned was at once modified to indicate to the public that there had been such a change.

I was a little surprised that Mr Wells should have quoted Mr S. Howard to the effect that, without advertising, the public would depend for its information about medicines on thousands of people with a financial interest. Does the PAGB act wholly from a sense of altruism? And Mr Wells did not help his case in saying that some "independent" research he made use of had been sponsored by the PAGB.

ture plans for the National Health Service.
 ■ Dentifrices may only be pre-packed in tubes in a quantity exceeding 12cc if the tube or any outer container is marked with an indication of the quantity of dentifrice by volume expressed in cubic centi-

metres or in cubic inches, if a draft order — The Weights and Measures Act 1963 (Dentifrices) Order 1974 (HM Stationery Office, 3p) — yet to be laid before Parliament, is ratified. The Order would come into force July 1.

Two pharmacists to be struck off register

A 60-year-old Southampton chemist who supplied large quantities of Collis Browne's Compound to a man who was a chlorodyne addict, was ordered to be struck off the Register by the Pharmaceutical Society's Statutory Committee on Monday.

The Committee's chairman, Sir Gordon Willmer, told Mr Mendle Loftus, of Redcar Street, Shirley, "Reluctantly we have come to the conclusion that there is no room in the profession for someone who can so disregard one of the basic rules of professional etiquette as to lend himself to that conduct". Mr Loftus has three months in which to appeal against the Committee's decision.

Earlier Mr Loftus, who has been qualified for 39 years, had told the committee he was not aware that the man was a chlorodyne addict and had not supplied him with any quantities which he regarded at the time as excessive.

'Ethical matter'

Sir Gordon said that one of the things against which the public required to be protected was the supply of medicinal products in circumstances in which the pharmacist, if he applied his mind to it at all, must realise that what he was selling was capable of being abused. "This is purely an ethical matter," he said. "The only protection for the public, in the long run subject to the over-riding discretion of the court, must rest on the sense of responsibility of the individual pharmacist.

"I am told by the professional men with whom I sit that the quantities referred to in this particular case were far, far, in excess of any quantities that an ordinary retail pharmacist would be expected, or would expect to have had, to sell."

Sir Gordon said that in a period of only six or seven weeks, six gross of large bottles were bought by Mr Loftus from a wholesaler. It seemed fairly clear that the reason behind this unusually large purchase was that a man, who is now known to be an addict, had, over some months, been buying substantial quantities from Mr Loftus' shop. Sir Gordon said the Committee had come to the conclusion that if Mr Loftus had applied his mind to it he must have known that what he was selling to this man was only too liable to abuse.

The Committee was told in evidence by Mr Colin Reginald Priory, a telephone operator, of Vermont Close, Bassett, Southampton, that he became an addict shortly after his father's death in 1962. Early in 1972 he moved into lodgings at Southampton. At that time he obtained the Compound at various places, but he

later went to Mr Loftus' pharmacy. The maximum amount he bought was 20 bottles a day, but more commonly it was ten bottles a day.

Asked whether he had told Mr Loftus he was an addict, Mr Priory replied: "No, not outright." Mr Priory said he stopped getting his supply from Mr Loftus early in 1973 — he could not remember the exact date — after he had received a letter from him saying that he was not going to supply him any more.

Detective Constable K. G. Hobbs, Shirley Police Station, told the Committee that when he went to see Mr Priory on another matter, he estimated that there were 2,000 empty bottles of "chlorodyne" in the flat at the time. They were on the stairs, in the kitchen, the bedroom, and in the garage, he said. He did not attempt to estimate how many came from Mr Loftus' shop, but there were numerous cartons with his label on them.

Mr Eugene Hunt, an inspector for the Society, gave evidence that one wholesaler had supplied Mr Loftus with six gross of large bottles in the seven weeks during March and April 1973.

Mr Loftus, in evidence, said Mr Priory first came to his shop in April 1972. At first, he bought two bottles at a time about twice a week, and also other things, but later increased to about 14 bottles a week. He considered the preparation to be for medicinal purposes, and that the amount was not over excessive and he attached no importance to it at the time.

'Carton of ten supplied'

On two or three occasions he supplied Mr Priory with a carton of ten large bottles and he understood that his assistant had also supplied him with cartons. But it was nothing excessive. Asked by Mr K. Smithies, who appeared for him, if he did not suspect that something was amiss or that Mr Priory was "hooked on the stuff", Mr Loftus said: "In retrospect, yes", but it was something which was taken every day by people who suffered from colitis.

Mr Loftus said he had not supplied Mr Priory since Christmas Day 1972, after a doctor had phoned him to say that Mr Priory had said that he needed some "chlorodyne", but had no money. The doctor asked if he could help him as he was the only chemist shop open, and he replied, "He can come in." Mr Priory's mother came for it and he gave her three bottles for which she paid.

The phone call made him realise that the man was becoming dependent on the preparation, and he decided not to supply him with any more. Mr Loftus denied that he had continued to supply Mr Priory until sometime in April 1973.

He said that the purchase of six gross

of Collis Browne's Compound in March and April, for which invoices had been produced, were not out of the ordinary. It was a product which sold quite easily. To the suggestion by Sir Gordon Willmer that someone was "drinking an awful lot of chlorodyne", Mr Loftus replied: "Not one individual. We sold it to all sorts of people."

The hearing of the case was opened on February 27 (C&D, March 9, p 268) Mr Hunt told the Committee that the sales came to light as a result of the arrest of an addict in the previous April for alleged cheque offences. In February 1973 the Committee adjourned for 12 months their decision in connection with an offence by Mr Loftus of allowing an unqualified assistant to sell a tube of Betnovate cream in his absence and without a prescription.

In giving the Committee's decision on the case, Sir Gordon said: "I think it is only right and fair to Mr Loftus to say that the inspector's report has satisfied us that there has been no recurrence of any similar offence, such as that which arose with the Betnovate cream." If that matter had stood by itself he had no doubt that no further action would have been taken against Mr Loftus, he said.

'Without supervision of prescriptions'

The superintendent pharmacist of Claremont Pharmacy Ltd, Bath, Mr Henry William Stacey Buck, was ordered to be removed from the Society's Register on Tuesday. He has three months in which to appeal. No order was made regarding the premises.

The company had been fined £30, with £20 costs, at Bath magistrates court in 1973 after pleading guilty to unlawfully selling codeine tablets without proper supervision and to selling Norinyl tablets without a prescription.

The Committee heard an allegation that dispensed medicines were handed out and large quantities of Phensedyl and Collis Browne's Compound were sold, some without the supervision of a pharmacist.

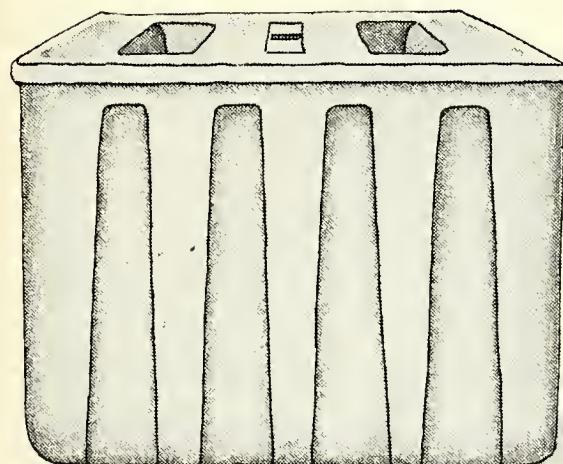
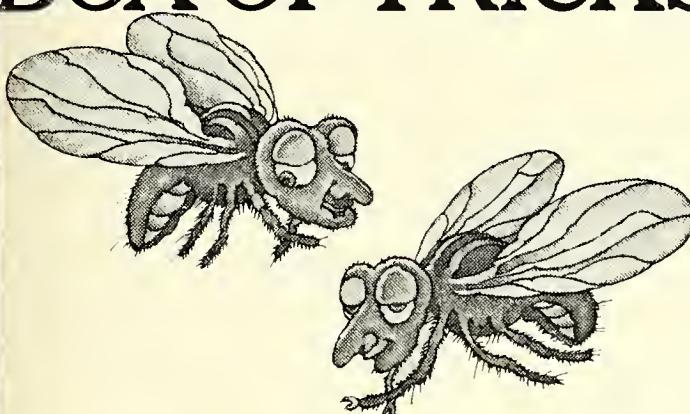
The Society alleged that Mr Buck knew or should have known that unrestricted sale of the mixtures was likely to lead to misuse, that the quantities sold were excessive and that Mr Buck continued to sell them after police had spoken with him.

Mr V. Franklin, the Society's inspector, saw a bottle of Phensedyl being sold without proper supervision to a young man at the pharmacy. He found that a prescription for Norinyl tablets was dispensed although the prescription period had "run out".

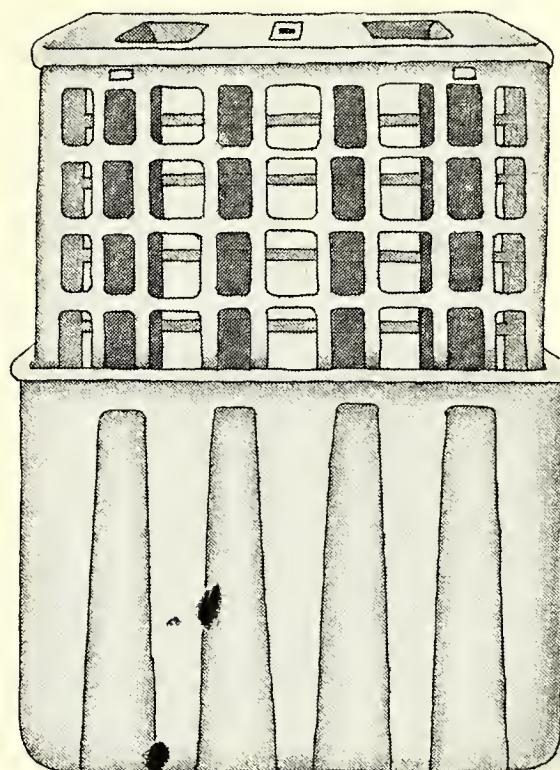
He returned to the shop with Mr Alan Hunter, a member of the Society's staff. In one day Mr Hunter purchased 12 bottles of Collis Browne's compound, and six bottles, plus two litres of Phensedyl. The next day the Society's chief inspector bought codeine tablets at the shop although Mr Buck was absent.

Sir Gordon Willmer, chairman, said the story was a most formidable and regrettable catalogue of offences. One would have thought that a pharmacist of his standing—Mr Buck had been a pharmacist for 35 years—must have known that these large purchases were being made "for no good purpose".

A BRAND NEW BOX OF TRICKS FROM VAPONA.



NOW YOU SEE THEM.



NOW YOU DON'T.

This year we'll be launching a brand new product onto the unsuspecting slow release insecticide market.

It's a small box that kills flies when it's open.

And just sits there looking pretty when it's not.

Now that's clever, but there's more to come.

It arrives fully assembled and when working can be adjusted to any one of four set positions.

Because it's such a star it will be making guest appearances in leading glossy magazines.

And if you're still not impressed put some on your shelf and watch them disappear.

The Vapona Cassette.

For further information contact your Smith and Nephew rep, or phone Smith and Nephew at 96-25151.

Trade News

Spot the ball!

A spot the ball game with a difference, featuring cash prizes for both the consumer and retailer, is the subject of a current competition from Lambert Chemical Co Ltd, Eastleigh, Hants, for Efferdent. The "difference" is that the game is tennis; the competitor has to indicate with a cross where the ball should be in a photograph on the entry form. A maximum of 12 attempts per entry is allowed and there is a total of £4,000 to be won by the consumer, and a total of £400 to be won by the retailer from whom the winners' Efferdent packs are purchased.

Selectro summer advertising

An extensive national Press and radio advertising campaign has been launched by Remington electric shaver division, Sperry Rand Ltd, Apex Tower, 7 High Street, New Malden, Surrey KT3 4DL, for their Selectro range of men's shavers. The campaign will last until the end of June and advertisements emphasising the Selectro 5 rechargeable shaver, in addition to the Selectro 3 and 2, will appear in the *Daily Mirror*, *Daily Record*, *Sun*, *Daily Mail*, *Daily Express* and *TV Times*. It is estimated that 90 per cent of men "most likely to use electric shavers" will see the advertisements at least three times during the summer.

Capitol Radio has also been chosen to promote the range.

Carefree colours

New shades have been added to the Swedish Formula range of hypo-allergenic cosmetics from Max Factor Ltd, 16 Old Bond Street, London W1X 4BP. The shades, called "carefree" colours by the makers, have been introduced with summer in mind. They are, dreamy sienna and dreamy sunbeam in the purified eye shadow creme range (£0.55); midnight and starlight eye shadow powder (£0.50); smoky-plum eyeliner (£0.60); and copper rose and summer peach shades in the lipstick range (£0.60).

Unigreg products

Following purchase by Boehringer Ingelheim Ltd of WB Pharmaceuticals Ltd, from Ward Blenkinsop & Co Ltd, the distribution of Unigreg products hitherto carried out by WB Pharmaceuticals Ltd, is now being carried out by Ward Blenkinsop & Co Ltd. Orders for Unigreg products should be addressed to Unigreg Ltd, c/o Fulton House, Empire Way, Wembley, Middlesex HA9 0LX.

Lipsaver sun offer

A "fun in the sun" special offer has been introduced by Menley & James Laboratories Ltd, Welwyn Garden City, Herts, for Lipsaver. Offered at two-thirds its usual price is the game super quoits

(£0.67). In durable plastic, it can be played on the lawn or beach and five brightly coloured hoops come with the game.

A counter dispenser, in bright orange, features the offer and has a slot to hold the leaflet coupons. There is also a three-dimensional header available.

Miss Pears 1974

The contest to find Miss Pears 1974 is again under way. Girls under the age of 12 are eligible for competing for the title, the winner of which will receive a cheque for £500 and have her portrait painted by June Mendoza, a member of the Royal Society of Portrait Painters.

Details of the competition are printed inside cartons of Pears transparent soap and advertisements will appear in leading magazines including *Woman's Own*, *Woman's Realm*, and *Woman*.

Conditioner for fine hair

Pink conditioner is a new hair conditioner from Wella, specially formulated for fine hair. Wella say their product will condition fine hair without making it too soft and fluffy and will give the hair "body". The product is in three forms — a sachet



(£0.09½), 38-cc bottle (£0.22½), 95-cc bottle (£0.49) — and is launched, with the blue conditioner, in new-style packs, designed for greater shelf impact by Wella (GB) Ltd, Wella Road, Basingstoke, Hants.

Continued on p 574

Horlicks blooms in the spring

A commonly held belief is that milk food drinks are winter purchases and with the arrival of spring the milk food drink section in the pharmacy can be "cut back" and the space given over to more seasonal items.

At far as the brand leader, Horlicks, is concerned, this theory is not only inaccurate but will in all probability lead to loss in profits for the retailer. Although there is a bias towards winter sales, the summer off-take is nevertheless considerable. Latest figures show that 58 per cent of Horlicks' purchases occur during the October to March period and 42 per cent during April to September. To ignore sales during this period — or at least allow them to take their course — appears to deny the opportunity of increased profits which are available for very little effort.

Whilst the milk food drinks market has declined slightly during the last few years, Horlicks has not followed the market trend and by virtue of its powerful brand support programme, now claims to have lengthened its lead over its competitors to command a 38 per cent of the £7½ million business.

The key factor in this success of Horlicks at the expense of competitive products and own label brands lies in the depth of support given to the product throughout the year. In addition to strong television advertising, and on-pack offers, the trade is encouraged to promote the product in such a way that the customer will purchase it in large quantities.

As reported, the total milk food drinks market is declining slightly at present so chemists should be encouraged to learn that sales of Horlicks through all types of chemist outlets have grown by 14 per cent during the last year.

The fact that Horlicks' sales in chemists are on the increase is certainly not due to lack of effort on the part of the supermarkets. The answer probably lies in the

fact that, increasingly, chemists are becoming more display and promotion conscious, and using those techniques to better effect in the battle to stop sales slipping away to the grocer. This assumption would certainly appear to be substantiated by an examination of Horlicks' sales within different sectors of the chemist trade, for whilst multiple chemists, who tend to be more promotion-conscious, have increased their business substantially by 17 per cent, sales through independent outlets have only increased by 4 per cent.

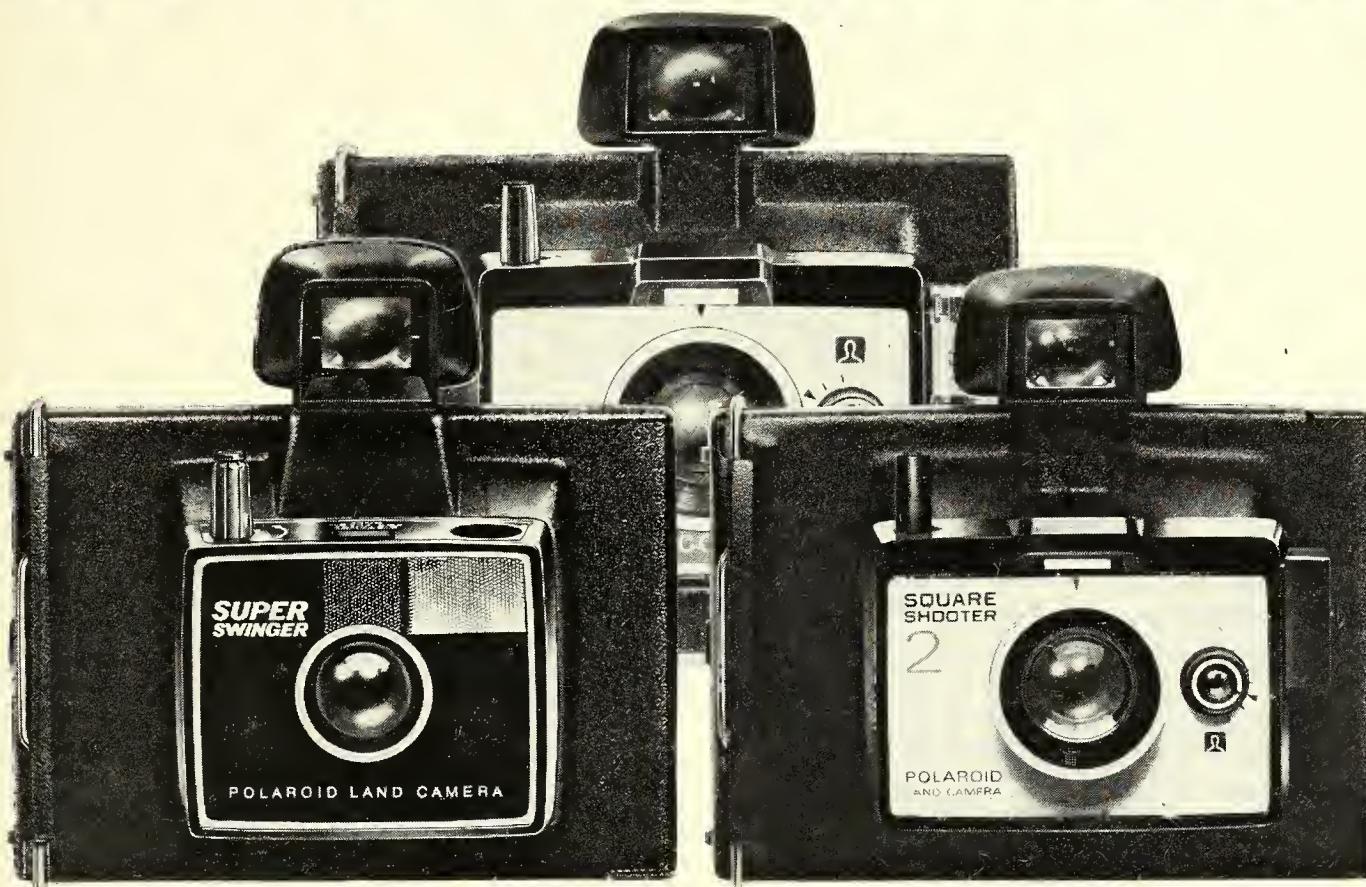
The message would appear to be clear; the use of eye-catching displays, preferably using point-of-sale aids, tying in promotional activity to periods of advertising and matching competitor's offers. Using the "Horlicks and Sleep's secrets" campaign Beecham are spending over £300,000 in television support alone on the brand.

In addition to the television advertising, Horlicks is regularly supported by campaigns in the Press and special attention is paid to the medical, para-medical and nursing professions with emphasis being placed on the sleep-inducing qualities of Horlicks. Although this latter form of advertising does not benefit the chemist directly, it certainly serves to increase medical recommendation for the product and this tends to bear fruit in chemist outlets.

Beecham claim that Horlicks is particularly well-suited to the chemist, in that it was developed by a pharmacist, James Horlick, at the beginning of the century.

After enjoying a top brand image for so long, it is perhaps surprising that Horlicks became brand leader in the milk food drinks market only within the past three years. But the current expansion rate seems certain to continue and with the large (and unique) degree of loyalty enjoyed by the product it is unlikely that Horlicks will ever lose the secret of a good night's sleep.

Make money by the minute, or the half minute.



Polaroid's instant moneymakers

We know that Polaroid instant picture cameras will be in great demand this Summer, and we're ready to meet your demand for them. We've ample stocks of Super Swingers—for black and white in seconds—£6.96,* Square Shooter 2's—for colour pictures in a minute—£12.36,* and Colorpack 80's—for both instant

colour and black and white pictures—£16.18.* Remember too we can supply all your Polaroid film requirements.

 **Vestrict**
Ltd

Contact your Vestrict Representative or Branch now!

Trade News

Continued from p 572

Complan in test areas

Actress Kate Williams is featured in a television commercial for Complan that has just started a six-week run in the Lancashire and Midlands areas. Glaxo-Farley Foods, Torr Lane, Plymouth PL3 5UA, intend the commercial to broaden the appeal of the product as a nourishing drink for all the family. Back-up display material featuring Kate Williams is available for the two test areas.

Racing colours

Six iridescent lipsticks and three iridescent nail polishes have been introduced by Max Factor Ltd, 16 Old Bond Street, London W1X 4BP. Called "racing colours" the shades have descriptive names linked to the racing theme: filly pink, filly peach and filly plum in the lipstick range (£0.42); rose sash, poppy sash and amber sash in the whipped creme lipstick range (£0.55); candy silk, clover silk and coral silk in the whipped creme nail colour range (£0.45).

Brighter homes competition

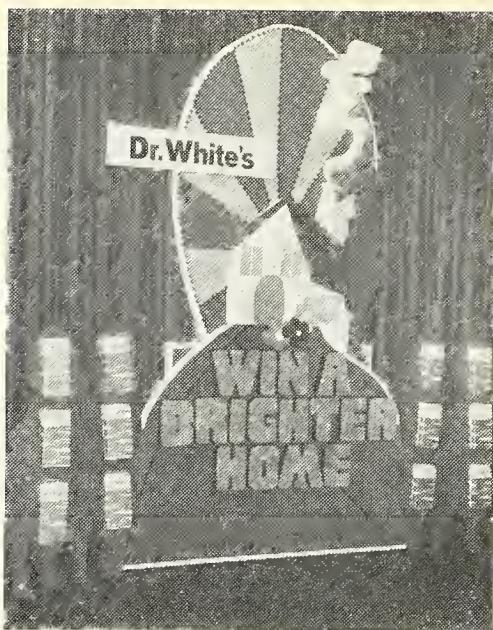
Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8, are currently running their first major consumer competition called Dr White's brighter homes competition. Three first prizes of £1,000 of home improvement and £1,000 of furniture, and 150 runner-up prizes of £10 electric food mixers are offered in the competition which is featured on special product packs and in-store back-up material. Entrants have to list in order of preference items that will add most to making a "brighter" home.

Hermesetas free case

During the May/June sell-in cycle, representatives of Crookes Anestan Ltd, 1 Thane Road, West, Nottingham, will be offering a free golden tablet case on a double blister pack with the 650 size of Hermesetas sweetening tablets. The case measures approximately 2½ x 1½ins.

Weleda beauty offer

Three skin care preparations are being promoted in *Woman's Realm*, May 11



issue, by Weleda (UK) Ltd, Ship Street, East Grinstead, Sussex. The products, rose and honey cream, iris hand care and honey and orange cleanser, are to be featured editorially and can be sampled by the readers for £0.65 — usual price would be £1.05. Supporting advertisements will appear in the national Press.

Desert Flower summer addition

Available for the summer months only is extra moisturising hand and body lotion, an addition to the Desert Flower range. It is in a lightweight PVC bottle containing 450cc (£0.85) with its own dispenser cap and is ideal for holiday packing. Shulton (GB) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW, say it has been specially formulated to counteract the drying effects of sun and summer winds.

Superceded pack

Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts, advise that the 50ml packing of Gantanol syrup has been discontinued in favour of a 100ml packing. All outstanding orders for Gantanol syrup 50ml will be met with the new packing.

Gillette provide baggage van

As part of their general involvement with cricket, Gillette Industries Ltd, Great West Road, Isleworth, Middlesex, are providing a baggage van and baggage master for the Indian touring team.

Reduced prices

J. J. Vickers & Sons Ltd, 80 Royal Hill, London SE10 8SD, are offering the following binoculars at reduced prices for a

In the Personal Hygiene special issue, April 27, old packs of Fresh & Dry were illustrated in error (p 524). The new packs are shown at left



limited period only. The 8 x 30 — six pairs at £9.16 each, 12 pairs at £7.80 each; the 10 x 50 — six pairs at £11.71 each, 12 pairs at £10.94½ each.

Fabergé shows

Fabergé Inc, Ridgeway, Iver, Bucks SL0 9JG, are holding the following trade shows: Royal Lancaster Hotel, London, June 3-7; Albany Hotel, Glasgow, June 18-20; Gosforth Park Hotel, Newcastle, July 2-3; Midland Hotel, Birmingham, July 9-11; Portland Hotel, Manchester, July 16-18; Dragonara Hotel, Bristol, July 23-24.

Popstick promotion

Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts, are currently running a "popstick" promotion on the medium, large and family sizes of Elastoplast Airstrip. Each specially flashed tin contains pop plastic sticker badges designed to appeal to young badge collectors. The medium size contains one badge, there are two in the other sizes and there are 12 badges in all to collect.

On TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eirean; CI — Channel Islands.

Andrews liver salts: Ln, M, Lc, So, NE, A, We

Alberto Balsam conditioner: All except B, CI

Alberto Balsam shampoo: All except B, CI

Alberto Balsam VO5: Ln, M, Lc, Sc, WW, So

Askit: Sc

Body Mist: All areas

Bristows shampoo and conditioner: All areas

Close-Up: All areas

Cow & Gate baby meals: All except U, E, CI

Cow & Gate Babymilks: All except U, E, CI

Crest toothpaste: Y

Day Long: All except E, CI

Elnett hairspray: All areas

Fresh & Dry: All areas

Gillette G11: All areas

Harmony shampoo: All areas

Hedex: Ln, M, Lc, WW, So, NE, A, We, B, CI

Macleans Freshmint: All areas

Milk of Magnesia liquid: Ln, M, Lc, WW, So, NE, A, We, CI

Oil of Ulay: All except Ln, G, E, CI

Pears soap: M, Lc, Y, Sc, WW, NE, B, G, CI

Radox: All except U, E

Right Guard: All areas

SR: All areas

Sunquick: So

Sunsilk hairspray: All areas

Sure: All areas

Three Wishes anti-perspirant: All areas

Vosene: All areas

Wilkinson Sword double edge blades: All areas

New products and packs

babycare

orbit nappy liners

Contrary to what has seemed the usual procedures of a number of manufacturers to introduce a product to the market through retail pharmacists and then extend their distribution through grocers, no products are being offered pharmacists this week after being sold through grocers during the past 15 months. They are Zorbit nappy liners in packs of 100 (£0.48), and Frestex all-purpose cleaning cloths (£0.15) in pack of five. They are marketed by Freshtex division of Bonded Fibre Fabric Ltd, a member of the Courtlands Group. The division also states that new product in the babycare market will be launched in September but of further details they are keeping tight lipped for the time being. Promotional plans for Zorbit include a consumer offer of £0.05 off the recommended selling price, plus an offer to the wholesaler of one free case in ten cases (Freshtex division, Bonded Fibre Fabrics Ltd, 91 Bolsover Street, London W1).

Electrical

A 'complete' hairstyling system

The HLD 5 Lady Braun hairstyling set launched this month, represents, the makers claim, a complete hairstyling system. The set (£11.90) has five attachments and a two-speed airflow control that enables the user to have more air than heat for drying, or more heat than air for setting the hair. The attachments fit a styling handle and consist of a brush, a wide tooth comb used for untangling wet hair, an airflow concentrating nozzle, and a waving comb that has a warmplate to shape the hair. The set comes in an attractive presentation case.

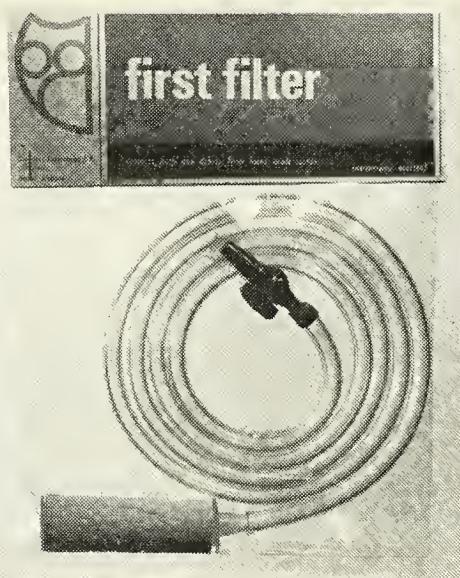
From June the hairstyling set will be backed by full-page colour advertisements in leading women's magazines and television advertising is planned for the autumn (Braun Electric (UK) Ltd, Mill Mead, Staines, Middlesex TW18 4UQ).

Wine making

Filter equipment

Grey Owl have introduced filtering equipment, First Filter (£0.72), for use with wines made from fruit juice concentrates or from fresh produce. The equipment comprises a grade D (coarse) microfibre filter tube, a length of plastic tubing, a spigot tap, connector and end-piece. The whole is packed in a polythene bag and comes complete with header card which gives the full instructions with diagrams.

The filter tube is first connected to the plastic tubing, then inserted into a one gallon jar containing the wine to be filtered. The wine is then transferred into another jar, or to bottles, by gravity. Al-



though ideally wine should be racked before filtering and bottling, the grade D filter tube is claimed to be able to filter wines containing fruit pulp and/or debris. The filter tube can be reused if cleaned and stored in accordance with the instructions supplied.

The tubing without the filter tube fixed to it can also be used for the normal racking of wines. Replacement grade D filter tubes are available (£0.28), and they can also be used in conjunction with the company's other filtering kit which includes tubes of finer grades (Grey Owl Laboratories Ltd, Morley Road, Staple Hill, Bristol BS16 4OF).

Surgical

Wrist brace

The new Futuro adjustable wrist brace from Seton Products, has a contoured splint to hold the hand in a position of rest at an angle of about 32°. The splint is lightweight aluminium, held in a PVC sleeve from which it is readily removed when the brace is washed.

The brace is made from elasticated cotton fabric, the dual tension construction of which places the highest tension over the wrist joint where support is most required. Fastening and adjustment is provided by the use of four sets of Velcro fasteners.

Futuro braces (£2.82) are available both for left and right hands, each in small, medium or large sizes (Seton Products Ltd, Tubiton House, Medlock Street, Oldham OL1 3HS).

Cosmetics and toiletries

Splash-on lotion

Brut 33 splash-on lotion (£0.85) from Fabergé, is a "light and refreshing" lotion with deodorant protection. The makers say the lotion should be "splashed" on liberally all over the body after a bath,



shower, or shave. It comes in a 100-cc green, "handy-sized" travel bottle and will be available for sale from June (Fabergé Inc, Ridgeway, Iver, Bucks).

A body shampoo

New from Elizabeth Arden are, head to toe blue grass body shampoo (£1.60), and tonic (£1.30). The shampoo gives a rich "shimmer lotion" that is applied direct to the skin when taking a bath or shower, or poured under running water to make a foam bath. Arden say it is non-drying and gentle enough for the most delicate skins, and can be used on the hair. The splash-on body tonic can be used when one wants to feel "fresh, cool and tingly". For sale July 1 (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

Soft care from Rubinstein

The latest in the Helena Rubinstein range is Soft Care lipcolour (£0.72). The makers claim that it is a complete lip makeup and treatment in one, and it comes in a range of 12 colours with a gloss finish (Helena Rubinstein Ltd, 31 Davies Street, London W1Y 1FN).

New from Caron

Caron talcum powder is the latest addition to the Infini range. The 4-oz powder (£1.50) comes in a circular puffer drum in silver and grey, and its fragrance includes tones of lily, daffodil, jasmine and tuberose (A. H. Robins & Co Ltd, Redkirk Way, Horsham, Sussex).

Tawney pencil shadows

New, creamy, pencil eyeshadows have

Continued on p 576

New products

Continued from p 575

been introduced by Tawney. The pearlised eyeshadows (£0.20) are easy to apply and offer a choice of six colours — real brown, congo green, groovy (pink), natural glow, delight (silvery grey) and coffee berry (plum) (Outdoor Girl, Hook Rise, Kingston By-Pass, Surbiton, Surrey).

Design award

Tabu Eau de Parfum claimed to be more lasting and stronger than a Cologne, lighter than a perfume, is contained in a modern jet black hand-sized aerosol pack which protects the fragrance against sunlight. The pack, which has already won design excellence awards in France and Holland, has another important advantage. It allows an easy and comfortable one-action operation by putting slight pressure on the top of the pack to emit a fine spray. The aerosol contains 2oz Eau de Parfum (£1.80) (Dana Perfumes Ltd, 7/8 Conduit Street, London W1).

New Bronnley fragrance

English juniper is the latest in the turtle oil soap range from H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 5AA. In two sizes — bath (£0.32), and hand (£0.20) — the makers say that the new woody fragrance should be as popular with men as with women. It comes in a deep, sage green colour that will blend with most bathroom colour schemes.

Canoe Royale foam shave

Dana Perfumes are adding to their Canoe Royale men's range a foam shave (£0.84). The formula which includes glycerin provides a foam that is economical in use and gives a good long lasting lather.

The packaging in gold, royal blue and white says Dana, is attractive yet masculine. Dana Perfumes Ltd, 7/8 Conduit Street, London W1.

Sundries

Colourful floral designs

A summer range of cosmetic purses and holdalls called Pansy has been introduced by Jacqueline. Made in cotton with colourful floral designs, they have waterproof linings and come in either lavender, green or orange. Prices range from £0.45 to £1.59, and styles include six purses, four holdalls, and a shoulder bag.

The range is available from the end of May (Jacqueline Sales, division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Photographic

Hanimex instant pocket cameras

Two loadmatic cameras have been introduced by Hanimex that provide big quality pictures for "both the snap-happy

amateur or the meticulous enthusiast". They are both loaded with drop-in cartridges.

The Loadmatic 1000 (£12.25) has a coated, colour-corrected 3-element glass lens and a two speed shutter. There is an autospeed change when a magicube flash is inserted, and the cube advances when you flick the film on. Complete with a vinyl case and magicube set, it comes in an attractive presentation carton.

There are extra features on the Hanimex 2000 (£13.25) — sliding lens cover with a warning signal visible in the view

finder, plus a modern case incorporating a unique belt fastening device. It comes complete with a flashcube and a flash extender, all packed in a presentation case (Hanimex (UK) Ltd, Hanimex House, Dorcan, Swindon, Wilts).

Comb-on mascara

California Lashfull comb-on mascara (£0.55), curls and colours in one sweep. There are four shades: black, rich navy, brownish-black, rich burgundy (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

as booster in patients previously vaccinated.

Contraindications Hypersensitivity to egg, chicken or chicken feathers; sensitivity to the adjuvant.

Dosage Adults and children of 10 years and over — 0.5ml by deep intra-muscular injection only, into the deltoid muscle or mid-thigh.

Precautions Adrenaline should be ready for use if anaphylactoid reaction occurs.

Side effects Local tenderness, induration, erythema or pea-sized nodule formation occasionally seen in clinical trials were reversible. Mild fever and, rarely, encephalitis has occurred.

Storage At 2 to 8°C; do not freeze or warm above room temperature. Remove from refrigerator 5-10 minutes before injection.

Packs Disposable syringe containing 0.5ml (£1.45 trade)

Issued May 1974.

Fybogel granules

A relative lack of fibre in the diet of the Western world has been blamed for the increasing incidence of pressure diseases of the large bowel, such as diverticular disease, irritable/spastic colon, haemorrhoids, and anal fissure.

One sachet of Fybogel, taken morning and evening in water, provides 7g of natural fibre, as ispaghula husk, with a capacity to retain 40 times its own weight of water, and is said to prevent high intra-colonic pressures and to reduce transit time. Ispaghula husk is the epidermis and collapsed adjacent layers removed from ispaghula seeds, containing mucilage and hemicelluloses (C&D, May 4, p 548).

It has been suggested that dietary fibre, not crude fibre, protects against these diseases (Gut, 1973, 14, 69). Dietary fibre is said to be that part of plant material resistant to human digestion, sometimes called "unavailable carbohydrate" and including cellulose, hemicelluloses and the non-carbohydrate lignin, whereas crude fibre is the residue obtained on hydrolysis, mainly cellulose and lignin. Hemicelluloses are a mixture of linear and highly branched polysaccharides, composed mostly of xylose units substituted with other sugars.

A proportion of the dietary fibre is metabolised by bacteria in the gut to volatile fatty acids. Dietary fibre may increase faecal volume and speed of transit by acting as a bulking agent and promoting peristalsis, by metabolism to the possibly cathartic volatile fatty acids and perhaps by binding bile salts which are subsequently metabolised in the colon with a further cathartic effect.

Prescription specialities

ERAMID capsules

Manufacturer Imperial Chemical Industries Ltd, Pharmaceuticals Division, Alderley Park, Macclesfield, Cheshire SK10 4TF

Description Clofibrate 500 mg, practolol 100 mg in a bilateral yellow and black soft gelatin capsule.

Indications Treatment of angina pectoris where both clofibrate and practolol are indicated; may be given whether or not there is history of myocardial infarction, and in asthma or bronchitis.

Contraindications Pregnancy, renal or hepatic dysfunction, heart block, metabolic acidosis.

Dosage 1 capsule three times daily or 2 twice daily.

Precautions Doses of anticoagulants taken concurrently should be halved and adjusted later. Signs of heart failure should be controlled before treatment starts. Generally Eramid should be withdrawn 48 hours before operation.

Side effects Gastrointestinal upsets, skin rashes. Raised serum transaminase levels may occur early in treatment. Occasional myalgia. A case of agranulocytosis has been reported. Rarely, a syndrome resembling systemic lupus erythematosus has been reported, in such cases treatment should cease.

Storage Protect from heat, light and moisture.

Packs 100 capsules (£5.30 trade) and 500 (£24.27).

Supply restrictions Recommended on prescription only.

Issued May 1974.

ADU-FLUAX

Manufacturer Merck Sharp & Dohme Ltd, Hoddesdon, Herts.

Description Vaccine containing A/Port Chalmers/1/73 (H3N2) 400 iu, B/Hong Kong/5/72 200 iu in 0.5ml; the inactivating agent is formaldehyde and preservative thiomersal; other ingredients are sodium phosphate, sodium chloride, sucrose and sodium metabisulphite. Each dose contains 0.25ml aqueous influenza vaccine and 0.25ml adjuvant 65 (peanut oil 90 per cent, isomannide mono-oleate 6 per cent, aluminium monostearate 4 per cent).

Indications Primary immunisation against type A and type B influenza virus and

Medijel gets a lot of sales by word of mouth.

Practically everybody suffers from mouth problems at some time or other. Ulcers, sore gums, even denture rubbing, are complaints that don't recognise barriers of sex or age.

That makes the market for Medijel very big indeed.

Medijel is formulated to give really fast relief from soreness in the mouth. Just one dab of gel on the affected area and in no time at all your customers will be able to shout its praises in complete comfort.

And for those who prefer to take their Medijel in pastille form there is a special bonus. Softness.

Other pastilles that are sold for mouth infections are very hard. Put them in a sore mouth and the first thing you get is even more pain.

They can even cause further damage to gums that are inflamed or broken.

Medijel Pastilles are really soft. They can rest gently right on the most painful part and get to work right away.



And although the people who benefit from Medijel are quick to speak up for it we don't rely on this entirely.

We put our money where their mouths are, in an all-the-year-round advertising campaign.

So as the word gets about be sure you're reaping the benefit.



Dendron Ltd.

94 Rickmansworth Road, Watford, Herts WD1 7JJ.
Telephone: Watford 29251.

PHOTO EQUIPMENT REVIEW

A more complex 110 camera by Minolta

Minolta Pocket Autopak 70. This little camera is in the upper (price) class bracket of those available in the 110 system, and has recently become available in the UK. It is as elegant and well-finished as other cameras, both large and small, in the Minolta range of equipment.

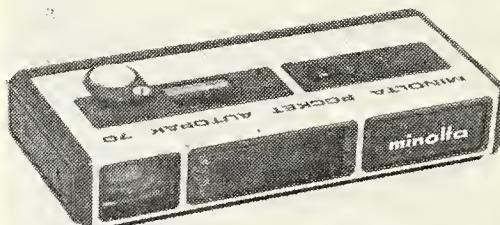
Standard tests

The standard C&D tests were carried out. In this instance, the Owner's Manual is rather longer than is usual—it needs to be because the camera is a little more complex than others in the 110 system. It is well written, there are enough pictures and a fold-out page identifies clearly the different parts and functions of the camera. Also in the pack there is a three-part guarantee card and folded leaflet giving the names and addresses of Minolta service stations throughout the world.

The camera was loaded with a 110-cartridge of Eastman Kodak (USA) Verichrome Pan black-and-white film: this particular material has been used for all camera tests in this format. Exposures out-of-doors and indoors using both artificial light and Magicube flash were made, with the camera firmly supported on a heavy tripod. Although this type of camera will generally be used "in-the-hand" a tripod is used for tests in order to avoid any possibility of camera-shake. A portion of an enlargement made from the test negative has been reproduced full-size.

For 35mm and 126 negatives Kodak D-76 standard developer is used, but for the 110-format we have changed to Patterson Acutol (FX-14) developer to try to ensure that the best possible results are obtained from the combination of camera, lens, film and processing. Except for careful handling and meticulous care in the various darkroom stages, no other

Full-size reproduction from the centre of an enprint from the test film



unusual methods are used. Enlargements are made on normal bromide paper, using a professional 35mm automatic-focusing enlarger (with precise focus checked with a magnifying focus-finder) fitted with a modern very high-quality lens that will clearly resolve the granular structure of the film over the whole frame area.

We believe that unless the processing system is of this order it is useless to expect the best possible results from any size of miniature negative—and this applies particularly to the 110-format.

Handles well

As far as the Autopak 70 camera itself is concerned, it handles well and no difficulty whatever was found in using it according to the maker's instructions. The rectangular body has a fine-grained black finish with satin-chrome trim. On the top-plate there is the rotating flashcube holder just left of centre; to the right there is a slider for focusing with simplified symbols for identifying the approximate distance and near to the right-hand edge; towards the back, is the release button (red) and adjacent to it a screw-socket is provided for a cable-release. The main part of the back panel is hinged so that the National-Mallory mercury battery (Type 7R31, size K, 4 volts) may be inserted, and the 110-cartridge can be dropped into position. At the right-hand end of the rear panel is the viewfinder: when the camera is inoperative, a small yellow window appears. Sliding open the lens-cover panel also clears the viewfinder, the image in which is slightly less than full-size. The pointer and focus symbols are repeated along the top edge of the finder frame.

This camera has a built-in close-focusing device, operated by part of the slider catch of the lens-cover panel. Distances as close as 50mm (1.6ft) can be used and when taking close-ups of this kind the viewfinder has a yellow tint as a reminder.

On the underside of the camera a tripod bush is provided—this is essential because of the long exposures which are possible—as well as a simple panel linking the

focusing symbols with the distances in feet and metres. The thumb-operated slider for moving-on the film for the next exposure and setting the shutter is also here.

Exposure is automatically determined by a programmed metering-system linked to an electric shutter with a speed range from 1/330th sec to 10 sec. However, when a flashcube is put into position the electronic system is over-ridden and the shutter is set at a speed of 1/40th sec.

On the lower edge of the viewfinder recess there is a small red panel which glows when the exposure required is longer than 1/40th sec, warning the user either to put the camera on a tripod or firm support or to put in a flashcube.

Presentation

The camera is presented in a moulded foam-plastic container with a hinged lid—space is provided for the bubble-packed battery, the wrist sling (which can also be used as a close-up distance gauge), the literature and the camera itself in its soft pouch. The inner housing is contained in a stout card outer with the camera model and type clearly identified on both ends and illustrated on both sides. The tuck-in top carries a colour picture. On the bottom there is the ordering-code reference and the serial number of the camera itself; in this way, both storage and display are accounted for.

We found that the camera and its accessories were presented well and attractively, that it was up to the standard which one has come to expect from Minolta products and that it takes good pictures with the minimum of fuss and trouble.

Minolta Pocket Autopak 70

Manufacturer Minolta Camera Co Ltd, Osaka, Japan

Distributor Japanese Cameras Ltd, Hempstalls Lane, Newcastle-under-Lyme, Staffordshire, ST5 OSW

Lens 4-element glass Rokkor, 26mm f/3.5

Shutter Electronically-controlled by an automatic exposure-metering system. Speed range from 1/330th second to 10 seconds. Flash exposure time 1/40th second

Features Typical small size of 110-format, lightweight, simple to use

Accessories Soft pouch and wrist sling—also used as a distance gauge for extreme close-ups

Dimensions 5½ ins x 1½ ins x 2¾ ins
130mm x 30mm x 60mm

Weight 7½ oz (213 g) camera alone including VAT

Recommended Retail Price £49.95,
Availability Immediate

Attempts to restrict medicines

No pharmacies attacked

Derrick Dunlop, past chairman of the Committee on Safety of Medicines, has attacked attempts to restrict the sale of proprietary medicines to pharmacies only. Speaking at last week's day conference on self care, Sir Derrick said that multiple stores had upset the previous tidy arrangements" of shopping. There were those who believed that it would be more conducive to safety if a reversion was made to only pharmacies selling proprietary medicines.

"Well I suppose it might be so in a large pharmacy where the pharmacist himself . . . knows most of his customers," said Sir Derrick. He added that the village pharmacist might warn someone who he knows was buying too many medicines, but it doesn't happen in the majority of cases." In the cities the assistants were "only too happy up to now" to sell medicines containing phenacetin without giving warning of the possible dangers.

Earlier Sir Derrick had said it seemed anomalous" that so many people had advocated "the most rigorous restrictions and controls" on proprietary medicines, which were "usually beneficial and relatively innocuous", whereas the brewer and the cigarette manufacturer were "still comparatively free" of such restrictions. There were dangers with self medication, and no drugs were entirely safe, but the risks would have to be set against the advantages. The "comparatively small" risks of proprietary medicines should not be magnified; "there are extremes of man folly that nothing can prevent." The only "really significant" danger was the abuse of mild analgesics — there was no doubt whatever" that phenacetin was the culprit" in kidney damage arising from the use of such products.

A sensation of abounding health was relatively uncommon" in British people. Most suffered fairly constantly from a variety of generally trivial and mild symptoms. One study had shown that, when suffering such illness, 20 per cent of the population consulted their family doctor, 10 per cent endured stoically without trying medication, but the majority — 63 per cent — attempted some form of self care. Were only half of those 63 per cent cured, by the abolition of self medication, consult their doctors, "there would be ten million extra visits," Sir Derrick calculated. Doctors often had inadequate time for each patient's visit; "How much worse would that be if every time a person requiring an aspirin, a laxative or an antacid had to visit their doctor?"

The lay person "must be considered to be capable of exercising some responsibility about whether a symptom has passed beyond the stage of self medication." The patient could be helped in that by "proper labelling" and "proper education".

The medical profession was "still inadequate" in communicating with the public on health matters.

Greater use should be made of the pharmacist, according to Miss Claire Rayner, a medical journalist. "Why not be honest about what already happens in a great many chemist shops," she said, "and positively use the services of trained pharmacists to advise on intelligent self care." The doctor looked on the patient as "stupid" and the patient was often "confused" when visiting a doctor. Miss Rayner called for more use of leaflets which doctors could hand out to patients.

The big challenge is do we just allow millions of pills to go down people's throats at all without knowing if they are doing any good, or should we perhaps encourage patients to be stoical and do nothing, asked Dr J. Fry, chairman of the panel on self care. About a third of the total spent on medicines in Britain went on OTC preparations — a proportion similar to that in the USA and other countries which had published surveys. However, "we don't seem to be in the top of the league" for self medication.

Most common ailments

Very little was known about self care, said Dr Fry. There was "some scant" information on the diagnostic groups most commonly using self medication; the "top five" groups were common respiratory infections, emotional troubles, skin disorders, degenerative conditions of joints, heart and the vascular system, and acute gastro-intestinal ailments. At any one time, 40 per cent of the population were taking analgesics; 15 per cent were applying ointments, creams or lotions; 10 per cent were taking laxatives; ten per cent anti-diarrhoeals; 15 per cent cough mixtures; and 25 per cent tonics.

When considering self care, health education was "to the forefront". There was a tendency to assume that doctors knew best, but perhaps it was time to give a bigger role back to the people. There was a need above all to work out priorities on the best use of health education resources. Dr Fry also called for critical trials for proprietary products.

Available facts on self medication were limited, said Dr J. A. D. Anderson, director, Department of Community Medicine, Guy's Hospital Medical School. Surveys had shown that a doctor's advice was sought for only a third of all symptoms. Non-prescribed medicines might be taken with prescribed ones, sometimes even when the patient was told not to do so, added Dr Anderson. One study had shown that one per cent of prescriptions were possibly never dispensed.

The advantages of branded OTC medicines were outlined by Dr G. Fryers,

managing director, Reckitt & Colman Ltd. Over 90 per cent of such products were used for "recurrent" complaints, eg a woman's period headache. Patient error was not nearly as big a problem as people imagine, "but there was scope for improvement". He suspected people who abused medicines had "some sort of depression" and "need help". People were only spending £2 a year on average on home medicines so the market was not "at a level of waste". There was now only a "very small" chance of "bad" advertising getting through.

Dr Fryers rejected any claim that the home medicines industry produced hypochondriacs. Television was "by far the most effective" advertising medium, but since television advertising started there had been no increase in home medicine usage per head.

Branded products

There were several advantages of branded products. The manufacturers were at risk if anything went wrong so there were "every grounds" for being conscientious. More information was given with the branded product. If it was only available as a generic, a person would not know if it were the drug itself or just the one company's product which was at fault if it "disagreed" with the patient. Double blind controlled trials on the effectiveness of OTC products was a "nonsense" as there was always a placebo effect, Dr Fryers claimed.

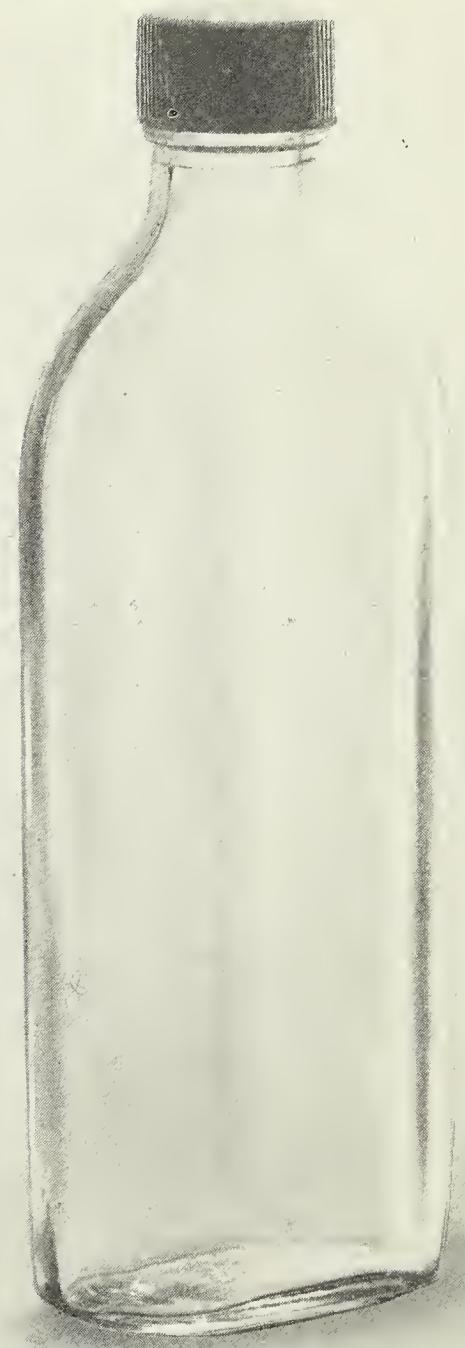
Some 96 per cent of patients had had advice for treatment from someone else before visiting a doctor, according to Dr C. Elliot-Binns, a Northamptonshire general practitioner. About 80 per cent of his patients had received "general advice", 32 per cent advice to "go to the doctor", and 37 per cent advice from a pharmacist. Most patients had tried some remedy: mainly medicines from the chemist, although others had used "remedies" from the home or garden. The latter were most often used by old people and teenagers.

Rational self care could only be based on a knowledge of how the body works in simple terms, said Dr C. Fletcher. That could only start with schoolchildren. There would have to be agreement between doctors before adults could be taught self medication. Newspaper articles or radio broadcasts were "not very helpful", as they were not there when the person was ill. He thought it might be possible to organise a 24 hour telephone service, manned by doctors, to give advice.

More people would like to treat themselves if doctors would give them more information, said Professor Carol Buck, University of Western Ontario. What patients did at present would have to be examined to get "an idea of what self-treatment really was". In a study at Guy's Hospital, she was to attempt to appraise the appropriateness of patients' actions.

Proposing a manual on self care, Professor Buck said that general practitioners would write the first drafts. It was difficult at the moment to get a consensus of medical opinion, and there might be "considerable problems" about what medicines to recommend, and whether to use approved or brand names. With a properly-written manual there would be no need for self diagnosis.

Containers by Beatson



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Beatson, Clark & Co. Ltd.,
Rotherham, Yorkshire S60 2AA. Tel: 0709 79141 Telex: 54329

 **Beatson Clark**



Radioisotopes in pharmacy and medicine

W. Woodside MSc, PhD, MPSNI, MIBiol, Senior lecturer in pharmaceutics, Department of Pharmacy, Queen's University of Belfast.

Radioisotopes are isotopes whose nuclei contain either more or fewer neutrons than are present in the naturally occurring stable isotopes of the element. Such nuclei are unstable and change to stable configurations by various processes known collectively as radioactive decay during which one or more kinds of radiation are emitted. Radioisotopes are used in medicine as sources of radiation for radiotherapy or as radioactive tracers for diagnostic purposes.

These radioactive materials are termed radiopharmaceuticals for which the main applications are the investigation and diagnosis of disease and in research. Many investigations involve the oral or parenteral administration of radioisotopes or labelled compounds and the subsequent measurement of radioactive concentrations in organs, tissues, blood, urine or faeces. Application of radiopharmaceuticals to disease states include metabolic measurements, estimation of total blood volume or total body water, measurement of cardiac output or rate of uptake of a material for which an organ or tissue has affinity, detection of tumours, radioimmunoassay and therapy.

Types of radiations

Radiations emitted by atoms are of two types, particulate and electromagnetic. The most important particulate radiations are alpha- and beta-radiations emitted by integrating atoms of radionuclides. These are high-speed charged particles which can be deflected by electrical and magnetic fields, can penetrate matter and, in imparting their kinetic energy to atoms and molecules they encounter, ionise matter through which they pass. They can cause certain substances to emit flashes of light (scintillate) and blacken a photographic plate. These properties of the radiations are utilised in their detection and measurement, eg the ionising effect in Geiger Müller counters, the scintillation effect in scintillation counters and the photographic effect in auto-radiography. The distance travelled by a high-speed electron before coming to rest depends on

the rate at which it loses energy to the ions or molecules in its path. Factors determining this are the mass, charge and initial energy of the particle and the electron density of the absorbing material. Alpha-particles are much heavier than beta-particles and thus have poorer penetrating powers, though they have great

ionising powers over the short distances they travel.

The principal electromagnetic radiations emitted by atoms are gamma- and x-radiations. These are forms of radiant energy of the same nature as light and radio-waves, but of much shorter wavelength. They are emitted by excited atoms when their particles return to lower energy levels in the atom. No clear distinction exists between them although gamma-rays have somewhat shorter wavelengths and higher energies than x-rays. Furthermore, whereas gamma emission is a natural phenomenon occurring spontaneously in many radionuclides, x-ray emission must be induced artificially by bombarding atoms with high-speed electrons.

Neither of these forms of radiation can be deflected by electrical or magnetic fields. They exhibit great powers of penetrating matter and feeble ionising powers. They can excite atoms and so cause certain substances to scintillate and can blacken a photographic plate.

Nuclear disintegrations result directly or indirectly in the production of fast moving charged particles which, as they pass through matter collide with atoms in their path and share their energy with the electrons of these atoms. Some of these electrons may acquire sufficient energy to tear themselves away from the atom. Thus a track of negative electrons and positively charged molecules is produced. Each positively charged molecule together with its separated electron is called an ion-pair and the tearing away process is known as ionisation. However when radiations react with matter ionisation does not always take place. Instead the atoms simply acquire extra energy and assume an excited state, a process known as excitation.

Alpha- and beta-particles cause ionisation and excitation directly. Gamma-radiation because it is without mass or charge reacts much less strongly with matter but nevertheless does interact with some of the planetary electrons which escape, giving rise to ionisation or excitation in this way.

Measurement

Measurement and detection may be achieved by using the various properties of radiations ie ionisation of gases, production of scintillations in phosphors or blackening of photographic paper. The most commonly used methods of counting employ the Geiger Müller counter or a scintillation counter. The former counts beta-particles with high efficiency and gamma-rays with low efficiency. Scintillation counters have a high efficiency for both beta-particles and gamma-radiations. Photographic film is widely used to measure the amount of radiation to which

individuals working with radioactive isotopes have been subjected.

Abnormal chemical reactions may result from ionisation and excitation of molecules in the body. As a consequence of this enzymes may be inactivated, nucleic acids damaged and histamine-like substances produced. Serious effects may be apparent following damage to only a small fraction of the molecules in a living cell. It has been calculated that a dose that causes ionisation of only one molecule in 10^8 may destroy a cell.

Oxidation damage

Some of the damage caused by radiations is thought to be due to the indirect effect of the radiolysis products of water. The radiolysis of water leads to the formation of free radicals which may react to produce hydrogen peroxide. It is the powerful oxidising activity of hydrogen peroxide and the OH and H free radicals that is thought to be responsible for some of the destructive effects of radiations. In the absence of oxygen or in the presence of certain reducing agents eg cysteine, the extent of radiation damage is reduced.

The degree of damage is influenced by the intensity of radiation and exposure time. Cells most susceptible to radiation damage are those of the reproductive organs, blood forming tissues, skin, hair follicles and the lining of the alimentary canal.

A health hazard to the user may arise through external radiation of the body or internal radiation due to ingestion, inhalation or absorption of radionuclides. Gamma-emitters present the greatest external hazards because of the powerful penetrating powers of gamma-rays. No appreciable external hazard is presented by beta-emitters since it is possible to shield against beta-radiations. However, they are more dangerous within the body because of their higher energy transfer.

In general, formulation procedures in the practice of radio-pharmacy do not differ greatly from similar procedures involving non-radioactive medicaments. The exceptions obviously are a result of the radiation hazard involved. Spillage of a small drop of liquid or a small amount of powder in the course of routine pharmaceutical procedure not involving radioactive materials is of no great consequence. However, it becomes a problem of major concern in the processing of radiopharmaceuticals. Thus strict attention to avoidance of contamination and the discovery of any contamination that does occur are of paramount importance in radiopharmaceutical practice.

Special rooms should be set apart for work with isotopes. It should be remembered that

Continued on p 582

Continued from p 581

bered that in many instances the preparation of radiopharmaceuticals involves aseptic technique. Expert advice should be sought before designing laboratories for handling radioisotopes.

Some pharmaceutical operations present particular problems, eg sterilisation. Materials to be sterilised may be thermolabile and thus it may be necessary to adopt a filtration system. One is often dealing with microgramme quantities of active ingredient and consequently adsorptive filter media should be avoided. If sterilisation by autoclaving is necessary the normal autoclave for processing large batches of fluids should not be used; rather, a small bench autoclave should be used so that if breakage of the container does occur it is easier to decontaminate.

Protection

The extent to which one must go to protect oneself from a source of radioactivity depends on many things. Among factors to be considered are the quantity of radioactivity with which one proposes to work, the type and energy of the radiation emitted, the complexity of the pharmaceutical procedure and the physical and biological half-lives of the compound.

However, it is important to understand that all radioactive materials, regardless of their types of emission, may be hazardous if they gain entrance to the body; they differ only in the degree of that hazard.

The literature contains many reports concerned with the uses of radiopharma-

ceuticals—far too many for a brief survey to be made. Consequently in this paper reference is made only to those preparations official in the current edition of the British Pharmacopoeia. A list of these preparations together with a brief indication as to their uses is given in the table. For more detailed information on these products and on others not listed here the reader is referred to the current edition of Martindale's Extra Pharmacopoeia.

Research

In addition to their use for diagnostic and therapeutic purposes radioisotopes are widely used in research both within and outside medicine. It would be impossible in a short review of this nature to give even a brief indication of the many research applications of radioisotopes. A wide range of labelled drugs is available to the researcher including alkaloids, analgesics, antibacterials, antidepressants, corticosteroids, hormones, sympathomimetic agents, and vitamins. The use of labelled compounds has contributed much to the understanding of the mode of action of many drugs.

The extensive use of radioisotopes in diagnostic and research procedures has resulted from many factors including the great sensitivity with which they can be detected and the fact that observations made with them lend themselves to quantitative measurements. In short, information which would not be attainable by other means can be gained from the use of radioisotopes.

RADIOPHARMACEUTICALS—OFFICIAL PREPARATIONS

Preparation	Half-life (days)	Radiation	Uses
Solutions			
Sodium chromate ^{51}Cr	27.8	γ X	Labelling of RBC's in investigation of haematological disorders
Sodium iodide ^{125}I	60	γ X	Test of thyroid function
Sodium iodide ^{131}I	8.04	β X	Test of thyroid function
Solutions and capsules			
Cyanocobalamin ^{51}CO	270	γ	Test of cyanocobalamin metabolism
Cyanocobalamin ^{58}CO	71	β γ	Test of cyanocobalamin metabolism
Injections			
Chlormerodrin ^{197}Hg	2.7	γ X	Brain tumour localisation renal investigation
Ferric citrate ^{59}Fe	45	β γ	Diagnosis of haematological disorders
Gold ^{198}Au	2.7	β γ	Estimation of reticuloendothelial activity. Treatment of neoplastic conditions
Iodinated human albumin ^{125}I	60	γ X	Various, particularly blood volume determination
Iodinated human albumin ^{131}I	8.04	γ β	Various, particularly blood volume determination
Macrisalb ^{131}I	8.04	β γ	Estimation of pulmonary perfusion
Sodium iodide ^{131}I	8.04	β γ	Test of thyroid function
Sodium iodohippurate ^{131}I	8.04	β γ	Renography; kidney function determination
Sodium phosphate ^{32}P	14.3	β	Tumour localisation. Polycythaemia vera leukaemia treatment
Sodium pertechnetate $^{99\text{m}}\text{Te}$	0.25	γ	Brain and thyroid scanning

Business Q&A

Can I get any capital allowances on my new shopfront?

Capital allowances do not arise on shop fronts but you can claim the replacement of a shop front against your profits. Any improvement element will be disallowed, but the mere replacement of an old shop front by a modern new shop front should be fully allowed.

When I retired I invested the proceeds of the sale of my pharmacy in ordinary shares. I feel, however, that I should probably do better if I placed my funds in managed investment bonds. If I sell the shares and reinvest shall I have to pay capital gains tax?

Yes, but there are some unit trusts which will take your shares directly for units, paying the whole cost of the transfer and since you obtain "paper for paper" no capital gains tax arises on this kind of transaction.

How can I increase my company's capital. Is it necessary to have a meeting please?

You will need to call an extraordinary meeting. If the company already has power to alter its capital (the Articles will tell you this) you will require to pass a resolution — either special or ordinary as the Articles provide, giving effect to the increase. If the Articles do not already contain a power to increase the capital it will first be necessary to pass a special resolution altering the Articles to give this power.

In this case two resolutions would be needed, the first being the special resolution altering the Articles and the second being the resolution (probably an ordinary resolution) to actually give effect to the increase.

I am thinking of selling my business but I am a little worried because I have one or two employees who have been with me a long time. How do I deal with redundancy pay if I sell out?

It is provided by Section 13 of the Redundancy Payments Act that where a business changes hands and the employee continues to work for the new owner no redundancy payment is due. If at some later stage he becomes redundant while in the service of the new employer the redundancy payment then due is calculated by reference to the total time of service in the employ of both the old and new employers. For this reason many purchasers of businesses insist on the old employer dismissing his staff as redundant upon sale since in this way the new owner limits his liability. You will see therefore, that the answer to your question depends upon the terms you agree with the purchaser of your business.



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CD13/4

Pitfalls for retailers

by Ewan Mitchell

Just as doctors frequently welcome a new drug without recognising its dangerous side effects, so the Health and Safety at Work Bill — which is likely to become law by the summer — contains perils for chemists which few realise. It creates a plethora of new statutory offences which could lead the careless employer into the nearest "dock". It consolidates a vast accumulation of law on employers' liability, safety and health at work and duties to the public at large. And the interpretation and administration of the law is to be centralised.

Here, then, is a breakdown of the main effects of the Bill, as the chemist is most likely to meet them.

The basic rule is laid down in Clause 2. Every employer will be bound to ensure "so far as is reasonably practicable, the health, safety and welfare at work of all his employees." Anyone who violates this basic principle may be prosecuted.

The new employer's duty — in criminal as well as in civil law — will include "the provision and maintenance of plant and systems of work that are, so far as is reasonably practicable, safe and without risk to health"; safe arrangements for handling, storage and transport; provision of adequate instruction, training and supervision; maintenance of the workplace in a safe and healthy condition and of a proper environment."

There is no novelty in any of the new rules, but statute and common law have brought them together. If you are in breach of (say) the Offices, Shops and Railway Premises Act, and an employee suffers injury as a result, you may be prosecuted in a criminal court and sued by your employee for damages in a civil court. When the new Bill becomes law, the area of prosecution will be vastly extended.

Safety representatives

Employers will soon have to prepare and, where necessary, revise "written statements of their general policy with respect to health and safety at work of their employees". And the Secretary of State will make regulations to provide that "recognised trade unions" will appoint "safety representatives" with whom employers will have to consult on safety and health arrangements.

In addition, there will be a statutory duty to take care for the safety of the public. The Occupiers' Liability Act already provides that anyone who is injured because an occupier fails to take reasonable care not to submit his lawful visitors to risk may be sued; soon, he may be put into the dock as well. The same duty rests on self-employed people.

The penalties provided by the Bill are reasonably standard. Normally, an offender

may be fined up to £400 by a magistrates' court or, if the case goes to a higher court, he may be fined an unlimited sum and/or imprisoned for up to two years. The questions in practice will be: Who will be prosecuted and when? How will inspectors handle employers who offend? Will they require the faulty system or practice to be improved or terminated — or will they prosecute?

Happily, the inspectorate itself is to be centralised. Instead of different standards being applied in different parts of the country, so that employers in the trade cannot know whether particular machinery or equipment will be regarded as safe and satisfactory, a decision should be taken centrally. The new structure will be administered by an "Health and Safety Commission" and "Executive".

The powers of the Commission will include appointment of advisors, provision of services, carrying out of work on behalf of other public authorities, arranging

for investigations and inquiries to accidents, and approval of "codes of practice". Codes of practice (like the Code of Industrial Practice or the Highway Code) will not have the force of law. But you will fail to comply with them at your own peril because such failure may be used in evidence against you in either civil or criminal proceedings.

The Executive will have to make adequate arrangements for the enforcement of the rules and the Secretary of State will make the appropriate Regulations, parcelling up responsibilities as between local authorities and others. Every enforcing authority will appoint such inspectors as they see fit — and the inspectors will have powers like those under the Offices, Shops and Railway Premises Act, enabling them to do their job properly.

All the statutes previously affecting the trade will remain in force, but they will be supplemented by new rules, creating a wealth of novel criminal offences.

Books

The antiques of perfume

Leslie G. Matthews *G. Bell & Sons Ltd*, (York House, Portugal Street, London WC2A 2HL) Pp 88. 89 plates. £4.50. The "Antiques of perfume" is the latest of Leslie Matthews' excellent series of books on the history of pharmacy and allied subjects and it forms a companion volume to his "Antiques of the Pharmacy".

After briefly outlining the perfumes of the ancient people—Egyptians, Hebrews, Romans, China, Arabia and India—he discusses in more detail three other periods. In that dealing with medieval times up to that of Elizabeth I he attributes the introduction of perfumes into Europe to the influence of the returning crusaders.

Royal apothecaries

Both in England and France the court apothecaries were frequently called upon to provide sweet-smelling substances for their royal masters and for their wives.

Mr Matthews records numerous instances of the royal apothecaries preparing and supplying many perfumes and other fragrant substances. Among these were pomanders which were believed to be useful in warding off the plague and consisted of a mixture of aromatic substances including musk, civet and ambergris.

The author takes as his second period the time from the reigns of the Stuarts to the end of the 18th century.

Henrietta Maria, the French wife of Charles I, brought with her to England Jean Baptiste Ferione who was called "Apothecary and Perfumer".

Bubonic plague was endemic during the Stuart period and culminated in the great plague of London in 1665. Aromatic herbs were used in churches, courtrooms and other public buildings in the hope of warding off infection. For the same purpose individuals carried sachets of fragrant herbs and these were the forerunner of what is now known as "pot pourri".

By the 18th century the preparation of perfumes had become big business and

several of the internationally famous firms had already been founded. Because of the popularity of wigs, perfumed hair powders were extensively used and became so popular that they were subjected to a tax similar to that on "patent medicines". During the period from the 19th century to modern times many brands of perfumes were put on the market and many elaborate bottles and labels were used to give them distinction. These are lavishly illustrated in the book together with pictures of advertisements, billheads, cartoons, etc.

A chapter is devoted to processes and materials used in the preparation of perfumes and to some collectable antiques. The latter is of especial interest as antiques are becoming so popular and expensive. Some of those mentioned as being associated with perfume should still be within the price range of the amateur collector.

It is interesting to find among those advertising perfumes Dalmahoy of London who advertised his "curious smelling bottle". He was described as "chemist to Her Majesty". Alexander Dalmahoy was a member of the Society of Apothecaries whose business was the first of a group which eventually became British Drug Houses Ltd.

William Davidson, chemist, druggist, stationer and printer of Alnwick, Northumberland, issued a token bearing the words "nostrums and perfumes".

Mr Matthews' book maintains the high standard set by his previous publications.

T.D. Whittet

Tolley's Tax Tables 1974-75

Tolley Publishing Co, 44a High Street, Croydon CR9 1UU. Pp.17. From booksellers or direct £0.60.

The tables should be especially useful in the next twelve months as the Chancellor of the Exchequer has proposed some other unusual tax rates — 33, 48, 53 per cent etc. The 16 pages of tables, inside an attractive cover, are clearly set out.



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a bonus offer of 'Tyrozets'

Spring is here—and so too is the bonus for 'Tyrozets'.

Really attractive terms are now being offered on these quick-selling lozenges. But hurry—you've only got until 31st May to order these effective throat lozenges for maximum return.

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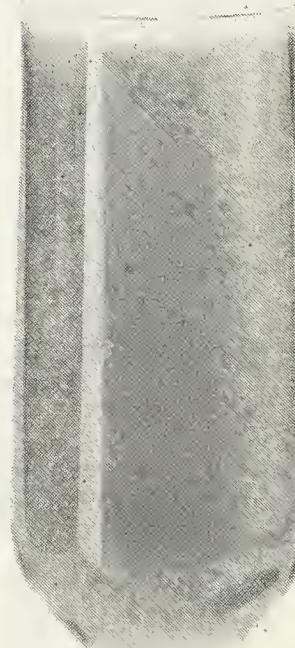
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Health and Social Services Journal, Nov. 10th 1973, 2620.

Pripsen.

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Full information is available from:
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PL No. 0063/5004.

Jill Knight defends her Safety Containers Bill

Jill Knight, MP, writes to C&D:

The leader column in the April 13 issue of *Chemist and Druggist* sounded a surprisingly sour note towards my small Bill to improve the safety of medicines packaging. Perhaps now that the Bill has been given leave to proceed by MPs, the profession will take another look at it.

It is no "popular misconception" that a very large number of children are poisoned daily by drinking or eating drugs prescribed for their parents. And if there is a "bandwagon" of growing determination to try and stem the flood of these children into casualty departments, I would have hoped that all ancillary branches of the medical profession would support it.

I take the point that "child resistant" is better term than "child proof" by which to describe the medicine containers which my Bill seeks to enforce, and have already given notice that this amendment in turn will be made if, as seems likely, the Bill goes into Committee.

Child poisonings 'doubled since 1963'

It is so reprehensible that, now that there are child-resistant closures on the market, legislation should be enacted for their use? The cases of child-poisonings in the home have doubled since 1963, and are now running at somewhere in the region of 50,000 per year. They represent not only a large amount of suffering, but a large amount of money, too. The NHS will save itself a good deal if it pays for safety closures instead of stomach-pump treatments.

Some of the total are poisonings from such things as household cleaners, turpentine, etc., but the overwhelming majority are from medicines.

The article rightly draws attention to the need to consider elderly arthritic people, and any who, through handicap, might have difficulty in opening child-resistant caps or packs. My legislation covers this point. But the article is wrong when it infers that many poisonings take place in the homes of grandparents; where studies have inquired into this angle it has been shown that very few indeed take place when the child is with grandparents. And this is borne out by other surveys—older people usually not only have more time to concentrate on the child, but are often much more careful for the grandchild temporarily in their care than is the busy mother.

As for the fears expressed that legislation would lead to a "false sense of security"—one might make exactly the same sort of point about crash helmets, seat-belts, safety-railings outside schools or a dozen other precautionary measures which society, in its wisdom, takes today. But what surprises me most about the

article is that the writer does not appear to have heard anything about the substantial success of American and Canadian legislation to make child-resistant closures on medicines obligatory. Both countries have cut down their child poisoning cases very drastically indeed since the legislation went through. It seems to me thoroughly worth-while to follow their example.

Both countries use caps and closures which are quite capable of preserving the potency of their medicines, too, so the fears expressed by Mr Dean of Fisons, and others in the pharmaceutical industry, may be soothed authoritatively.

It would be sad indeed if the pharmacists of Great Britain took up a stance against legislators who wish urgent steps to be taken to cut down the needless poisoning of young children. I am sure that they will wish to correct any such impression.

Jill Knight is a skilled Parliamentarian, but she imputes to us more than she should. We are not against the idea of using child resistant containers. We wish to ensure that all the knowledge and skills—professional and technical—are taken into account before compulsion is brought in. The subject has many parameters (see also p 566—Editor).

'Child-proof' packaging Bill published

Mrs Jill Knight's Safety Packaging for Medicines Bill (*C&D* last week p 546) has now been published. (HM Stationery Office, 3p).

The Bill, if passed would make it an offence for any person to sell supply or have in his possession for the purpose of sale or supply, "any medicinal product of such nature or strength as could be fatal if ingested, inhaled or otherwise used by a child unless such medicinal product is sold, supplied or kept in a container fitted with a child-proof opening device."

Such a child-proof device would be one fulfilling the requirements of the British Standards Institute's Draft for Development 30. The Secretary of State, after consultation with the Medicines Commission, would determine "whether a medicinal product may, if taken other than as prescribed by a medical practitioner, constitute a hazard".

For summary conviction, a maximum fine of £400 is proposed, but on conviction on indictment, the Bill gives the punishment as "a fine or to imprisonment for a term not exceeding two years or to both." The Secretary of State would be empowered to make regulations exempting sale or supply to elderly or handicapped people, and the Act's commencement date would be up to the Minister.

Letters

Unit prescriptions

With reference to the letter from Mr Wells (April 27), I think we could make some progress in the matter of unit scripts for multiple patients if we could get the following slogan printed on dispensing bags. "Prescribed medicines are tailored for one patient for one event of sickness. It is not safe to share prescribed medicines or to hoard them for the next sickness".

John Shepheard
Ukfield, Sussex

AA trading

It would appear that as predicted by some pharmacists last year, the Automobile Association, having ventured into the photographic business, is now casting its net even wider. They are now offering sunglasses—at reduced prices!

In correspondence I had with the Association last year they were quite unmoved by the moral argument about trading competition with its own members, although this viewpoint was upheld by the National Chamber of Trade at its annual conference.

It would appear therefore that the only argument the AA understands is loss of revenue. In other words if the subscriptions lost by members resigning outweighed their trading profits the AA would cease to trade in this way. I am convinced that the subscriptions received from pharmacists alone would be sufficient to achieve this purpose. After all there are other organisations serving the same function who do not engage in trade, so it is up to our members to show the AA their displeasure. If they fail to do so, do they imagine that the AA will stop there?

C. A. Benjamin
Leeds

Coming events

Monday, May 13

Enfield Branch, Pharmaceutical Society, Postgraduate medical education centre, Chase Farm Hospital, at 7.45 pm. Annual meeting.
South Shields Branch, Pharmaceutical Society, Gray Horse Hotel, East Boldon, At 8 pm, Annual meeting.

Romford Branch, Pharmaceutical Society, Macarthy's Ltd, Chesham Close, Romford, at 7.30 pm. Mr J. P. Bannerman on "Planning a pharmacy".

Tuesday, May 14

Bournemouth and East Dorset Branch, Pharmaceutical Society, New Bell Hotel, Pokesdown, at 7.30 pm. Annual meeting.
Barnsley, Doncaster and Goole, Mexborough, Rotherham, and Sheffield Branches, Pharmaceutical Society, Assembly Rooms, Effingham Street, Rotherham, at 8 pm. Mr M. D. Brining (consultant accountant Central Contractors Committee) on "The balance sheet—right or wrong".
Galen Group, Pharmaceutical Society, Friends' Meeting House, Park Lane, Croydon, at 8 pm. Illustrated talk by Dr J. Potter.

Society for Analytical Chemistry, Analytical division, Chemical Society, Edward Herbert Building, Loughborough University of Technology, at 4.15 pm. Joint meeting of Midland Region and Loughborough University of Technology chemical society, Mr H. R. Wagner on "Perfumery and chemistry: a symbiosis of art and science".

South-east Metropolitan Branch, Pharmaceutical Society, medical centre, Lewisham Hospital, London SE13, at 8 pm. Annual meeting and film evening.

Company News

Kodak sales up 15 per cent but costs increasing

Sales by Kodak Ltd and its subsidiaries increased by 14·9 per cent to £113,161,000 in the financial year ended October 28, 1973. Exports—at £30·81m were up by 26·5 per cent on 1972. Earnings before taxes in the year rose by 19·7 per cent from £21·16m to £25·32m—whilst net earnings after taxes totalled £13·67m, an increase of 10·2 per cent.

In a report to Kodak employees the chairman and managing director, Mr F. J. Moorfoot, indicates that the performance for much of 1973 was good. However, he goes on to highlight the alarming increases in the company's costs in the final quarter of the financial year. "Raw materials were particularly hard hit—and the cost of silver, gelatin, plastic moulding powders, packaging materials, paper base and many other items soared. These pressures had an inevitable and severe effect on Kodak's overall performance in the last quarter of the year..."

Albright & Wilson's growth maintained

First quarter results of Albright & Wilson Ltd "are significantly ahead of the comparable period last year, continuing the satisfactory trend established in the second half of 1973" stated the chairman, Mr S. Ellis, at the annual meeting last week. He pointed out, however, that the company's fortunes were still heavily influenced by developments at Long Harbour and dependent on the general UK and worldwide business climate.

Mr Ellis maintained that export prices were rising sharply and in many cases were substantially higher than prices to which the company was restricted at home. "This artificial control keeps UK prices below world prices and leads to distortions in patterns of world trade which cannot be good for this country in the long term."

Marfleet Refining Co joins Imperial Foods Ltd

Marfleet Refining Co Ltd, the principal activities of which are the production of cod-liver oils, other edible oils and human and animal health products, has been acquired by Imperial Foods Ltd.

A subsidiary of Marfleet Refining is British Cod Liver Oils (Hull and Grimsby) Ltd, which markets more than one-third of the total world supply of cod liver oil in the form of traditional cod-liver oil products.

Imperial Foods are concerned with the production of a comprehensive range of foodstuffs. The acquisition by them is not expected to affect the operation of Marfleet Refining. Mr C. P. Hudson and Mr

G. E. Tunnicliffe remain respectively chairman and managing director of the company.

Janssen celebrate their move to Marlow

Professor W Linford Rees, professor of psychiatry at University of London, St. Bartholomew's Hospital unveiled a plaque in the entrance hall of the new headquarters of Janssen Pharmaceutical Ltd, at Marlow, Bucks on Monday. Earlier at a luncheon given to celebrate the move Professor Rees had referred to the contribution to medicine, particularly psychiatric medicine made by the company through its own research in Belgium.

Mr R. Levin, managing director of Janssen, mentioned that 38 original compounds had been introduced by them to the medical and allied professions. That was out of 30,000 examined. The figure of successes may sound like a low ratio of activity, he said, "but it is about 4 times the international average". Mr Levin revealed that they were seeking further space in the area and that in their present building a medical library was nearing completion and its services would be available to pharmacists.

S & N's bid for Gala minority

Smith and Nephew Associated Companies Ltd have now made their expected take-over bid for the 43 per cent of Gala Cosmetic Group Ltd—which they did not already own. Terms value the minority holding at £5·7m.

Mr S. Picker, chairman of Gala who holds 38 per cent of the outstanding shares, is accepting terms valuing his stake at £0·96½ per share. The consideration for his holding—partly in 8 per cent loan notes and partly in S & N shares—amounts to £1·63m.

New Unichem Committee

Former president of the Pharmaceutical Society Mr J. P. Kerr is one of seven independent retail chemists appointed to serve on Unichem's first north regional committee (C&D, March 2, p 220) the other six are: Mr H. Ferrie, 12 Wostenholm Road, Sheffield; D. Rex Green, 756 Chesterfield Road, Sheffield; C. W. Griffiths, Sizelands of Wetherby Ltd, 19 Market Place, Wetherby; J. E. Hindle, 218 Hessle Road, Hull; Frank Mitchell, 94 Waterloo Road, Hunslet, Leeds, and I. D. Nimmo, 273A Acklam Road, Middlesbrough. The members to sit on the Midlands and Wales and South Regional Committees are expected to be named shortly.

Briefly

Davidson & Kay Ltd have now moved from Union Street, to 3 Alford Place, Aberdeen.

G. D. Searle & Co, Chicago, USA have made a bid for Gold Cross Hospital Supplies which has been accepted by holders of 46·4 per cent of Gold Cross. The offer is in Searle stock.

Booker McConnell Ltd's offers to acquire the share capitals of E. E. Russell (Chemists) Ltd and Rusco Ltd (C&D, April 13, p 451), have been accepted by the holders of shares amounting to 100 per cent of the capital of each company.

Monsanto Ltd: Turnover in 1973 was £89·3m against £74·05m in 1972. Profit, before tax, was £12·64m (£1·37m). On sales to Europe totalling £19·39m operating profit was £2·81m.

Sandoz AG: after taking into account losses caused by revaluation of the Swiss franc and dollar revaluation the group's net group profits for 1973 fell by 4·7 per cent to Sw. Frs. 224m (235m). Turnover was up 6·5 per cent at Sw. Frs. 3,616.

Gillette Industries Ltd have called off the sale of their Isleworth factory in Middlesex because they have been refused a development permit for a new factory on the perimeter of Heathrow Airport. Gillette had planned to rationalise their U.K. production there.

United Glass Ltd is to spend up to £40m between now and the end of 1976 on a capital investment programme the bulk going into the glass container side of their business. The annual report published recently shows that the £2·97m profit after tax for 1973 was transferred to reserves.

Appointments

Johnson & Johnson, Ltd: Mr P. Mitchell has been appointed to the board as director and general manager of consumer operations.

William R. Warner & Co. Ltd. have appointed Dr B. M. Guyer, their medical adviser. He reports to the medical department's director, Dr J. McGilchrist.

Radiol Chemicals Ltd: Mr S. D. Morris has been appointed sales representative for the south-western counties and Mr P. J. Thompson for the mid-southern counties.

Carter-Wallace Ltd: New appointments include Mr M. Jenkins, salesman for Berkshire and Buckinghamshire; Mr N. Taylor, regional manager, North of England; Mr W. Egan, salesman, for Wales area; and Mr I. Haig for East Lancashire, new key accounts executives are Mr R. Davies for the Midlands and Mr M. Barnett for the Northern region.

Cambrian Chemicals Ltd: Mr P. E. Duckworth has been appointed managing director and Mrs J. P. Murphy a director, both with effect from May 1. Mr C. C. Keith, managing director of the parent company—Kingsley & Keith Chemical Group Ltd—and a director of Chemical Securities Limited, continues as chairman of Cambrian Chemicals.

The Equine market is growing.

Are you getting your share?

The horse population in Britain is growing and with it the demand for equine products is increasing quite substantially.

Crown bring you four very effective, widely-used products to treat the most common ailments in horses.

Newmarket Cough Syrup

This cough syrup, suitable for coughs and other respiratory disabilities, gives excellent results having a three-way effect of suppressing the cough centre in the brain, relieving the system of fluids and stimulating respiratory function.



Mixavite Varying soil types, quality of pasture and stress factors mean sufficient vitamins and minerals cannot always be obtained naturally. Mixavite is a mineral supplement which ensures the horse adequate mineral and vitamin intake.



Peksol Optimum levels of vitamins are necessary for growth, general fitness and resistance to disease. Peksol provides vitamins A, D₃ and E at average level requirements. It should be added to food or water as a simple routine.

Equivurm Plus

Mixed with the normal feed, Equivurm Plus effectively reduces and controls all worms. It has a prolonged effect and is a completely safe way of dealing with the problem.



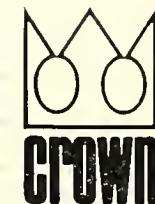
For further details of these easy-to-use, effective equine products which can increase your profits please fill in the coupon and post it to the address below.

Crown Chemical Company Ltd. Lamberhurst, Kent, TN3 8DJ

Please send me further details of Crown Equine Products.

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Market News

QUIET TRADING

London, May 8: Trading was mostly quiet in all sectors of the market during the past week. Prices of Chinese oils maintained their firm trend and quotations advanced further despite little demand.

Firmer among crude drugs were hydrastis, nutmeg and Alleppy green cardamoms. Cherry bark was slightly easier. A parcel of Cape aloes was due to arrive shortly, the first it is believed for a long time. Menthol remains firm but the current inflated prices have now brought out offers from sources other than the usual China and Brazil. Normally these unusual sources cannot compete internationally and supplies are used on the domestic market.

There were no changes in pharmaceutical chemicals; supplies of many continue short.

Spain is still banning the export of her olive oil and exports of Tunisian are restricted.

Pharmaceutical chemicals

Ammonium bicarbonate: £68.60 metric ton nominal.

Atropine: (500-kg lots per kg) alkaloid and

methonitrate £65.20; methylbromide £64.20; sulphate £52.80
Bemegride: BPC £16 kg.
Benzamine lactate: £95 per kg.
Caffeine: Anhydrous £2.93 kg in 500-kg lots; citrate £1.98 kg (50-kg lots).
Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	1.4	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Iodine: Chilean crude £2.08½ per kg; resublimed £3.25 in 50-kilo lots.

Mercury salts: Per kg in 50-kg lots; ammoniated powder £6.05; oxides—yellow £6.90 and red £7.15 perchloride £5.00; subchloride £6.35. Iodide £6.55 kg for 25-kg.

Methyl salicylate: Per metric ton in 5-ton lots £570; 1-ton £600; 500-kg £630; delivered UK.

Paraffins: (Per gallon) Liquid BP, £0.989; light liquid BPC 1963, £0.882; technical white oil WA 23, £0.804; WA 21, £0.859 (drums extra). Petroleum jelly soft white grade 54, £175.50 ton; yellow grade 60, £162.00 ton.

Pilocarpine: 1-kg lots hydrochloride £96; nitrate £88.

Potassium citrate: £402 per metric ton in 250-kg lots.

Theaphylline: (50 kg) Hydrate and anhydrous £2.76 kg; 100-kg £2.73;—thylenediamine (aminophylline) £3.36 kg (50-kg) and £3.33 (100-kg).

Crude drugs

Aconite: Spot nominal £1,300 metric ton, cif.

Agar: Spanish nominally £6.15 kg.

Aloes: Cape £1,200 metric ton, afloat. Curacao £1,300 spot.

Belladonna: (metric ton) Herb £310; no cif. Root, £490 spot; £480, cif. Leaves £800, cif.

Benzoin: BPC £65.266 cwt spot; cif.

Buchu: Spot cleared; new crop £3.00 kg cif.

Camphor: Powder £6.75 kg, cif, nominal.

Cardamoms: (per lb cif) Alleppy greens No. 1 £2.00; prime seeds £1.50.

Cascara: Spot cleared; shipment £610 metric ton, cif.

Cassia: lignea, broken £1,280 metric ton, cif.

Cherry bark: Spot £540 metric ton; £520 cif.

Chillies: Uganda £700 ton, cif.

Cinnamon bark: Seychelles Unquoted.

Cinnamon quills: four O's £0.49 lb.

Colocynth pulp: Spot £720 metric ton.

Dandelion: No spot; shipment nominal.

Gums: Acacia nominal. Karaya faq £33.50 cwt. **Henbane:** Niger £1,250 metric ton, landing. **Hydrastis:** £9.75 kg spot; £9.60, cif. **Ipecacuanha:** (kg) Costa Rican £3.50 spot; £3.20, cif. Matto Grosso £6.50 spot. Colombian £5.30, £5.15, cif. **Jalap:** Mexican 15% basis £1,800 metric ton, spot; £1,750, cif. Brazilian £430 spot.

Kola nuts: W. African £135 metric ton, £115, cif. **Lanolin:** Anhydrous BP minimum 1,000 kg from £474 as to grade; cosmetic £543; technical £437. **Lemon peel:** £750 metric ton spot; £730, cif. **Liquorice root:** (metric ton) Chinese and Russian £160 metric ton nominal.

Lobelia: European £1.10 kg, cif; American, coarse powder, £470 metric ton.

Lycopodium: Indian £4.75 kg. Canadian £5.50 kg.

Mace: Grenada No. 1 £2,576 long ton fob.

Menthol: Brazilian £22.00 kg spot; £23.00, cif. Chinese £32.00, cif.

Nutmeg: (ton, cif) East India 80s £1,750; 110s £1,650; bwp £1,310.

Pepper: (ton cif) Sarawak black £710; white £1,115.

Pimento: For shipment, 2,200 Jamaican dollars, cif.

Podophyllum: Emodi (metric ton) £470, spot.

Quillaia: £1,280 metric ton spot.

Rhubarb: Chinese rounds £1.45 kg for 60 per cent pinky.

Saffron: Mancha superior £88 lb.

Sarsaparilla: Spot £1.15 kg. £1.08, cif.

Seeds: (ton) **Anise:** Chinistar unselected £955, cif. **Caraway:** Dutch forward £1,500 cif. **Celery:** Indian £430, cif. **Coriander:** Moroccan £110, cif. (May-June) cif. **Cumin:** £615-£620. **Dill:** Indian £210, cif. **Fennel:** from £335 to £390, cif. **Fenugreek:** £160, cif. **Mustard:** English £320-£340 spot.

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Olive: Spanish exports prohibited. Tunisian restricted. Spot £1,040-£1,050 metric ton.

Peppermint: (kg) Arvensis-Brazilian spot £9.35 kg spot £9.65, cif. Chinese no spot, shipment £16.50, cif, asked. Piperata American from £19.00.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

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Introducing the Europa range.

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POLY
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Hair Care

Spotlight on colourants

J. R. M. Dinsdale, MSc, Senior development chemist,
Richard Hudnut Ltd

The dyeing of hair is as old as man and just as complex. One of the very oldest of dyes, henna, with a history of over 4,000 years, is, as a result of the interest in natural products, enjoying a revival in the modern world. Henna, which is derived from the natural source of the Egyptian net plant, gives an auburn colour and is quite harmless, but some of the other dyes the ancients used were not so harmless and would not be used today.

Great strides have been made in the last 100 years by both textile and cosmetic industries in understanding the science and technology of dyeing. Although the object of their efforts has been similar the cosmetic chemist may not use many of the textile chemist's methods because these involve very high temperatures, low pH's and often toxic dyeing assistants none of which would be at all beneficial to the human head. Even with these limitations, however, there are many dyes that can be used and a wide range of colour effects achieved.

Not everyone wants to have their hair dyed permanently in any one colour and the division of dye preparations is usually made between temporary, semi-permanent hair dyes.

Temporary colourants

These are easiest to use because they are deposited on the surface of the hair and can be applied from a shampoo base. The colours can be any food, drug and cosmetic or equivalent dyes, and can be of large molecular size enabling true dark brown and black shades to be made. The colour is almost completely washed out at the next shampooing, thus making the ideal product for a woman who wishes to change her hair colour for an evening out. Some setting lotions, including the coloured versions of the Polyset range, contain dyes and these have the effect of "painting" the hair by coating it with a layer of resin containing the required colour. This again would be washed away during shampooing the hair.

Semi-permanent dyes

Using a semi-permanent preparation such as the Polycolor range, the aim is to keep the colour in the hair over four to eight shampooings. To this end the dye molecules must enter the hair, so the ideal

Spotlight on colourants	5
Market growth and Beecham brands	6
Hair conditioning: the inside story	7
Current thoughts on dandruff	8
Prospects for hair accessories	13
Market and promotion round-up	14
Chemistry of dry shampoos	18

is a small, highly coloured, non-charged molecule. Charged molecules are not so efficient because the hair has an overall negative charge. Anionic dyes are used as they penetrate the hair as opposed to cationic dyes which merely remain on the hair surface.

Dark colours, browns and blacks, are usually more difficult to achieve as they require two or more chromophores (coloured parts of the molecule) and so make the molecule too large for easy penetration of the hair shaft. To overcome this problem, dyestuffs of suitable molecular size are selected for blending and a satisfactory range of colours is thus available.

Permanent dyes

The only way to make sure a dye is completely resistant to showering, bathing and shampooing is to fix the molecule into the hair fibre in such a way that it is locked in. The oxidation dyes (for example the Polytint range), which are the main group of permanent dyes, are used in an ingenious way to achieve this effect. Small colourless molecules, which can enter the hair easily, are oxidised inside the hair shaft to coloured polymeric molecules which are then too large to diffuse out again when the hair is in water.

A group of dyes — the "para" dyes — are the best known of the small molecule precursors. The "para" dyes have been used traditionally because of their true colours and hair covering power when

oxidised. The preparation containing the dye is mixed with the oxidising agent, usually hydrogen peroxide, just before application to the hair. The oxidising process, which is very complex and the subject of continuing research, then takes place both on and in the hair fibre.

Some of the colours produced by the "para" dyes are listed below:

p-toluene diamine — medium brown
p-aminophenol — light brown
p-aminodiphenylamine — dark grey

These colours can be modified greatly by the addition of other dyes known as colour coupling agents. These are included in the molecule complexes produced by the oxidation process. For example, a dark brown colour on the hair could be modified to light brown, golden brown or magenta by coupling agents.

A small number of individuals may possess skin which is sensitive to *p*-toluene diamine and for this reason we at Poly always recommend an allergy test prior to using the product. This simple test involves smoothing a little cream on the inside of the elbow and leaving it for 48 hours. If no redness or irritation occurs the product can be used safely.

A point which is often not appreciated by users is that the addition of dye to the hair cannot lighten the colour because the natural colour is still present. An advantage of the oxidation dyes, however, is that by careful balancing of the peroxide to dye ratio in the product, the hair can be lightened by oxidising the melanin in the hair while the dye is being made. This enables lighter tints to be produced without first bleaching the hair.

It is strange to think that the Ladies of Ancient Babylon and the modern cosmetic chemist have so much in common. To those ladies the dyeing of hair was a difficult and mysterious art, and the modern cosmetic would still agree!

Philips advise on beauty care

The Philips "untangler" illustrated right — the first of its kind in Britain — is one of the many electrical items mentioned in a beauty care booklet which Philips Electrical Ltd brought out in conjunction with the March edition of *Look Now*. A section of the booklet is devoted to hair care.

Philips are currently (April to June) advertising their hair care products in *Vogue*, *Woman's Own*, *Good Housekeeping*, *Woman's Realm*, *Reader's Digest*, *Honey* and *Nineteen*.



Market growth and Beecham brands

by Keven Diggens, marketing manager, women's hair care group, Beecham Proprietaries

Shampoos

The UK shampoo market is valued at approximately £32 million per annum at RSP and, having expanded by some 60 per cent since 1969, it is currently showing an increase of 9 per cent per annum. The trend toward the "natural look", the demand for shampoo variants to suit specific hair-types, the concern for effective dandruff control, the appeal of conditioning elements and the effect of packaging improvements — all have to some degree been responsible for this dramatic growth.

Some 80 per cent of women use a shampoo regularly and of course in many cases the shampoo used by women in a household is also used by the men. What is more, as men are generally content to use whatever shampoo is readily available, women are the dominant arbiters of brand choice.

Around 66 per cent of the total market is held by just five major manufacturers, Beecham with Bristows, Silvikrin and New Vosene having by far the largest share at 26 per cent. It is a hotly competitive market and is divided into two parts — the "cosmetic" and "medicated" segments.

Research shows that almost 50 per cent of women in the UK suffer from the scalp condition commonly called "dandruff". Of these, only 10 per cent suffer from severe dandruff and they seek specialised treatment brands, or products prescribed by the medical profession. The remainder prefer to solve the problem with a good medicated shampoo. This must not only be capable of simultaneously controlling dandruff and keeping hair and scalp clean and healthy but must also be suitable for all the family, both adults and children — qualities which have enabled Vosene to dominate the segment.

Vosene has recently undergone an extensive relaunch programme. As a result of extensive consumer surveys, three substantial improvements have been incorporated in the brand's product reformulation. First, new Vosene is now about twice as thick as before, offering the consumer a richer, more economical product. Second it now gives a lather which starts more quickly, lasts longer and is thicker in appearance. Finally, the familiar coal tar ingredient has been modified and replaced by a pleasant herbal fragrance. The new, fresh perfume is now seen by mothers as suitable for all the family, children included.

The New Vosene bottle is of shatter-proof plastic and has been re-designed to form an attractive "tear-drop" shape. The retained cap, which is entirely new to the shampoo market, incorporates a spout which allows the liquid to be dispensed with only a twist of the cap itself. This unique new system gives simple flow-

control for economy, minimal spillage if knocked over and eliminates the nuisance of losing the cap.

Within the "cosmetic" segment there are two distinct types of shampoo — those of the popular-priced "glamour" sector and those of the premium-priced "treatment" sector. Silvikrin leads both the glamour sector and the overall cosmetic segment.

In recent years consumers have become more aware of the connection between well-cared-for hair and good-looking hair. Among other things this has been translated into a strong demand for better conditioning performance from shampoo.

Responding to this trend, Beecham undertook intensive research before developing their New Silvikrin conditioning shampoo formula at a popular price early last year. The formula now includes the added capability of providing improved conditioning benefits for body and manageability. Since then the weight of advertising and promotional support has given yet greater impetus to the brand.

Treatment sector

Leader of the cosmetic treatment sector is Bristows shampoo and conditioner-in-one, developed for women who demand a particularly high standard of cosmetic performance and for those who suffer from difficult-to-manage hair. Introduced in January 1972 with the message "Believe it or not, there is a conditioner that shampoos your hair . . .", the brand was tried by consumers and the claim found to be true. Within a few months, Bristows share of the total market climbed to over 8 per cent — and this during a period when many of the major competitors suffered severe setbacks.

One of the most significant and consistent movements within the shampoo market over the past few years has been the trend toward larger sizes. To satisfy this growing demand, Beecham introduced, last summer, a large 130-cc bottle size in all four Bristow's variants. This move has resulted in a gratifying increase in sales. For the trade larger sizes of course mean higher turnover and profit per unit purchased.

With so many shampoo brands on the market today — at least 12 major launches and relaunches in the last two years — the retailer has accepted the need to rationalise his choice and will stock only the faster-moving leaders. He knows that to gain maximum profit from shampoos he must stock only major manufacturers' brands — brands for which there is a constant consumer demand generated by powerful advertising and lively promotional activity. He finds it both inefficient and unprofitable to devote increasingly valuable space to little-known and slow moving products.

Beecham Proprietaries maintain top domination of the shampoo market in the UK, and they have succeeded because they have positioned each brand to meet the specific needs of a vital consumer group.

Hairsprays

The UK women's hairspray market currently valued at £27 million per annum at RSP. Having grown by some 60 per cent since 1969 the market is currently expanding at a rate of 5 per cent annum. As the shampoo market, the trend toward the "natural look"; the demand for variants to suit specific hair-types, the appeal of conditioning elements and the effect of packaging improvements, have all to some extent been responsible for the growth. Some 60 per cent of women use a hairspray on a regular basis.

Beecham's Silvikrin is the fastest growing hairspray brand with an increase in market share from 15 per cent in 1969 to its present position with 20 per cent of the total. The range comprises four variants, each specifically designed to provide a firm but flexible hair hold without stickiness or flaking, a spray which brushes or washes out easily after use and which contains an effective conditioning ingredient.

Conditioners

In normal circumstances most women are satisfied with the conditioning benefit they derive from a conditioning shampoo. Periodically however, they feel that the hair needs an extra-conditioning boost and look for a specialised post-shampoo conditioner. The UK value of this market is currently some £5 million per annum at RSP and, having grown by almost 110 per cent since 1969, is presently enjoying an increase of about 11 per cent per annum.

The market is clearly split into two main segments — the long-established static cream segment, and the modern and fast-expanding creme rinse segment. Beecham have brands strongly positioned in both. Countess hair conditioning cream is designed to moisturise the hair after shampooing, giving it body, lubrication and manageability without greasiness. The Silvikrin conditioning rinse range of three variants conditions by neutralising electrostatics in the hair, giving greater manageability and body and lubricating the hair without making it greasy, making it easier to comb.

Setting lotions

The UK setting lotion market is valued at £5 million per annum at RSP. Having expanded by 110 per cent or more since 1969, it is showing a current annual increase of approximately 20 per cent. The growth is almost certainly attributed to two main factors. Unlike old-style permanent wave and home perms, setting lotions provide an efficient and simple method of styling and re-styling the hair, a secondly the current demand for the "natural" look. Again, unlike "perms", the modern setting lotion can easily be removed either by rinsing or shampooing.

Beecham's Amami is a thin aqueous alcoholic solution containing two resins. These permit optimum hold balanced with flexibility and damp resistance.

air conditioning— the inside story

T. Tibbles, technical liaison manager, Wella GB Ltd

Healthy hair, in its perfectly natural state something to behold, but unfortunately these days the stresses and strains which it has to suffer can cause damage. Air pollution, sun, salt sea air, inferior permanent waving, colouring and bleaching treatments, poor quality shampoos, chlorinated swimming pools and general lack of care, can leave hair dry, tangled, parched, brittle, dull and lifeless.

Situated below the scalp surface and surrounding each hair is the skin's natural lubricating gland — the sebaceous gland. The sebum it produces flows onto the hair and is then brushed or combed along the hair shaft. In this way sebum supports the hair with its external condition and shine, as well as protection.

Unfortunately some people do not have an active sebaceous gland and this can lead to a shortage of sebum so that the hair is not sufficiently protected. In these cases, a hair conditioner or creme rinse should be used, dependent upon the amount of damage the hair has already suffered.

Conditioner or creme rinse?

The structure of hair is probably the least researched of any part of the human anatomy. Hair is composed of keratin (a combination of some 17 amino acids) which makes up the hard physical structure of the shaft. It is packed together with an amorphous "putty" which in turn is the internal "life" or conditioner of the hair. Hair in a healthy condition can be stretched, bent or shaped, has its own natural spring and elasticity.

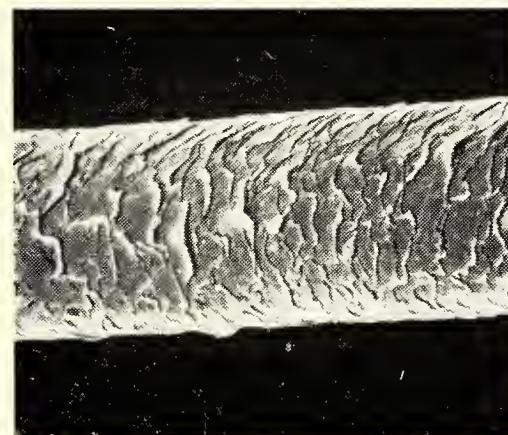
Long hair may have suffered three summers, three winters, three years of general wear and tear, shampooing, even colouring. New hair will be "springy" and "bouncy", look healthy, whereas the older, longer hair would be dry, parched and even split which is when a conditioner comes to its own. A conditioner must penetrate and give suppleness to the inner part of the hair shaft — to form a compound with the hair.

With hair colourants, and particularly tints, are mis-applied, or care is not taken between such treatments, the hair comes to all intents and purposes "old before its time". Hair conditioners are essential for such hair. For dry, damaged, normal to strong textured hair, recommend a conditioner which is thick and creamy, and is designed to make the hair more manageable, improve the shine, soften and straighten — Wella blue conditioner for example.

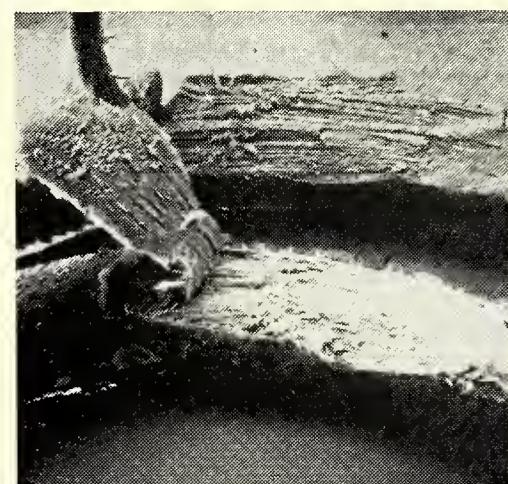
Fine hair in particular is vulnerable to damage, simply because it cannot withstand the rigours of daily life. The trouble is that people with fine hair are in a dilemma because many conditioners react too strongly and leave the user with an-

other problem — soft, flyaway, unmanageable hair.

Fine hair lacks body but also needs conditioning to leave the hair malleable, not soft, with springy bounce and shine. The new Wella Pink conditioner incorporates ingredients to have this effect. Once the hair has reached a good condition, it is important to keep it that way



Left: Hair in bad condition; the outside section of the hair is roughened and splitting. The imbrications on the cuticle layer mingle with other chipping flaky sections of separate hairs and subsequent tangling results. Right: The same hair after conditioner



Left: A section of the hair's cuticle sliced and peeled back, revealing the inner structure. Right: A hair in bad condition. The "putty" has disappeared and it becomes necessary to lubricate the inside of the hair with a conditioner. This is able to penetrate and form a compound with the hair structure



Press advertising for hair straightener

Kirby Pharmaceuticals report that sales of their Teeda hair straightener (now on nationwide distribution) show that this sector of the hair market is growing rapidly and reflects the fashion for straight hair which can be easily styled. A typical consumer is in the 15 to 25 year age group and is of Anglo Saxon origin. The media schedule of whole-page and quarter-pages in *Jackie*, *Look-Now*, '19' and *Cosmopolitan* reaches 68 per cent of the target audience. The main copy lines are: "If

your hair's just like mummy wanted it," "We can straighten you out in 30 minutes", and "The girl with crooked hair".

Teeda, say the makers can truly be claimed to be unique in respect of mild yet effective action without the unpleasant side effects of irritation which can occur with straightening products based on strongly alkaline materials. Teeda has been tested and proved for a number of years in professional hairdressing salons on hair of Anglo Saxon and Negroid type: "It is equally effective and, contrary to current popular opinion, is eagerly welcomed by boys and girls of all ethnic origins."

by recommending a creme rinse after every shampoo.

Creme rinses should also be used by those people who do not have damaged hair — to protect and safeguard the hair. They remove tangles by smoothing the cuticle and so prevent tangling after shampooing. In addition, the hair is protected from damage, particularly important during the summer. Hair shine is improved and the hair is left fresh and clean.

Creme rinses are available for all types of hair: Wella's series includes herbal creme rinse for problem hair which tangles, lacks shine and hair which is generally dull; lemon creme rinse for oily hair helps prevent the hair from getting oily so frequently, and also imparts a shine to oily hair which so often gets dull), and almond creme rinse, specifically for hair that is naturally dry (particularly recommended when the sebaceous gland is underactive).

Dandruff: current thoughts on a common problem

by N. J. Van Abbé FPS, Chief research manager (biological research), applied research & evaluation unit, Beecham Products, Leatherhead.

Most of us realise that the skin, including that of the scalp, replenishes itself regularly and discards its outer cells when they have served their purpose. Sometimes it appears that these cells are shed in comparatively large groups and when these are seen to come from the scalp, we then speak of "dandruff". This is not the whole story, however, for a distinction can be drawn between dandruff scales and ordinary skin debris.

An important feature of skin physiology is that one of the zones in its superficial, epidermal region known as the *granular layer* is normally the scene of intense enzyme activity; as a result, nitrogenous material is converted into the horny protein known as *keratin*. When the skin is irritated or inflamed, cell-division in the lower part of the epidermis tends to be speeded up three or fourfold. New cells push outwards too fast for the enzymic activity needed to synthesise keratin properly. In this condition, the outermost layer of the epidermis is composed of incompletely keratinised cells; this state of affairs, termed *parakeratosis*, is characterised under the microscope by the fact that the cells still show evidence of nuclei, which would be absent in the fully keratinised "dead" cells of the normal epidermal horny layer.

Not specific

Parakeratosis is an indication that there is something unusual about cell division in the epidermis, but it is not specific to any particular disorder. We may well regard it as a means of discarding foreign substances quickly by increasing the turnover rate for the outer epidermal cells; in other words, it serves as a defence mechanism. However, careful microscopic examination of dandruff scales indicates that there are both normal and parakeratotic cell remnants, unlike skin debris in general, which would be composed of non-nucleated, fully keratinised cells.

To some degree, then, dandruff must be regarded as a departure from normality. The fact that a dandruff scale has normal and parakeratotic cell remnants, suggests that it comes from an epidermis having only a mild or transient degree of parakeratosis (as distinct from psoriasis, for example, where the abnormality would be much more prominent).

A great number of individuals show signs of dandruff at one time or another; at any given time, only a proportion have any obvious scaliness on the scalp and the process is not very severe except in a rather small minority. Since the scales of dandruff are not too easily distinguished by the unaided eye from those of psoriasis or seborrhoeic dermatitis, severe cases should consult a physician.

Dandruff affects men and women alike,

spans a wide age range and has no established connection with, for example, baldness or the menstrual cycle. Scaliness is the most distinctive feature of dandruff but it may be accompanied by itching and by excessive greasiness or dryness of the scalp; whether these accompaniments have any real significance is not at all clear. A properly-balanced diet, with plenty of fresh air, is undoubtedly good for morale but has not yet been shown to influence dandruff favourably.

Whereas some people accept dandruff as nothing more than an exaggeration of normal skin replenishment, others harbour worries that it may be a rather distasteful infectious state. Dandruff scaling does need to be distinguished from normal epidermal shedding, but there is no unequivocal evidence that infection is a major causative factor. The scalp, with or without dandruff scales, invariably harbours a flourishing population of micro-organisms. The species concerned are fortunately ones generally considered to be essentially innocuous; some of these, however, may bear a measure of responsibility for the parakeratosis which is eventually noticeable as dandruff.

There are, for example, yeasts of the genus *Pityrosporum* along with considerable numbers of *Corynebacteria* with the noteworthy feature that they are growing anaerobically; it is quite common to find on the scalp the mite known as *Demodex folliculorum*. All of these have a predilection for a fatty diet, so to speak, and thrive on the scalp with its greasy secretion from the sebaceous glands. In all probability these uninvited tenants are not infective in the usually-accepted sense, but there is reason to think that they serve to break down the sebum, yielding quantities of free fatty acids on the scalp. The fatty acids may well function as irritants, provoking the skin to increase its rate of cell division and thus upset the synthesis of keratin.

Other factors

This seems to provide a fairly plausible explanation of dandruff but it is not entirely satisfactory. Everyone's skin over most parts of the body is virtually bathed continuously in free fatty acids, but dandruff is mostly confined to the scalp and does not affect everyone all of the time. Other factors must certainly be involved such as, perhaps, rather subtle changes in the permeability of the epidermis to fatty acids. The whole story has yet to be unravelled but at least it seems likely that micro-organisms do have some causal association with the condition.

One reason for implicating microbial infection is that the most effective anti-dandruff agents so far known also prove to be highly active against the relevant

micro-organisms found on the scalp. Scaling will, of course, be greatly reduced whenever the hair is thoroughly washed. If a plain shampoo with no antidandruff ingredient is used, scaling quickly reappears, and within five days will probably return to its previous intensity. The distinguishing feature of an effective anti-dandruff shampoo is that the original level will not be regained five days after use and, with regular use, the condition may keep under control.

Perhaps the most effective antidandruff agent yet available is zinc pyridinethione (otherwise known as zinc omadine), incorporated in shampoos at 0.5-2.0 per cent and capable of reducing dandruff scaling by some 70 per cent or more. Several antimicrobial compounds also appear to be beneficial, as well as coal tar, certain sunphosuccinated derivatives of undecenoic acid and also selenium sulphide.

Not everyone seeking to deal with dandruff wishes to use a shampoo with obvious medicated overtones and those preparations which are efficacious are also acceptable as substantially normal shampoos clearly offer advantages, at least to some purchasers. Others, perhaps, are encouraged by the "medicated" image and adopt a more-than-usually rigorous approach to hair cleansing; this may itself help to control dandruff, if it is not pursued with too extreme enthusiasm.

Briefly, then, dandruff is a condition of the scalp showing certain differences from its normal state. Although micro-organisms are probably implicated, it is hardly "infection" in the usual sense, but it will generally respond to regular use of antidandruff shampoo. In severe cases, if simple measures fail, medical advice should be sought. For the majority, a good measure of relief may easily and pleasantly be achieved.

Reformulation and new packs for colourants

Colour Creme, Inecto's permanent hair colourant has been repackaged, and 18 shades now include protein. The effect of adding protein is to make the creme easier to mix and apply, and the treated hair is less "fly away", shiny and in better condition.

To introduce the new formula, Colour Creme is now packaged in a larger and brighter carton with more shelf appeal. A much-simplified shade selector on the back ties in with new shade indicators currently being distributed. The pack now contains a sponge which has a dual purpose — wiping off tint from the hair to see more clearly how the colouring is developing, and wiping tint from the hairline.

Inecto's Hair Magic semi-permanent hair colouring, has also been reformulated and repackaged. The 12 most popular shades are retained plus one new one, Haze Grey. Formula changes are said to incorporate all the latest innovations produced by hair colouring research, and a new and delicate floral perfume has been added (it is claimed to be one of the few hair colourants to have this advantage). Shade indicators and shelf strips are available.

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the
dandruff
treatment
that is
effective

in over
95%
of cases
of common
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Wella-big and getting bigger



The hair care market is one
the most buoyant – even now.
Wella products are right in
front of the continued growth.

Because we're at the
medium price end of the

market, every sale you make
gives you a larger net profit
than you'll get with most
other brands.

It makes sense – and profit
– to display Wella.



The top name in hair beauty



Today in the toiletry business we are eagerly going forward. Into the past.

That's the secret of Country Lover, the first, total toiletry range to respond not only to the polluted problems of our times.

But also to fashion: to the new fashion for the old.

Since its launch in Spring last year, the success of Country Lover has been phenomenal:

In 9 months, it far exceeded our own sales target.

And the future looks as golden as our buttercup.

Look at this for national advertising, 1974

We're running no less than 32 different, full-colour, full page Country Lover advertisements in the top women's monthly magazines:

Cosmopolitan, Honey, Vogue, 19, Look Now and She.

There will be at least 5 insertions in each medium - giving almost saturation coverage throughout the peak-selling months of the year.

That means Country Lover Advertising, 1974, will reach 11,005,000 potential customers, (60% of the total

potential market).

That's heavyweight advertising by anyone's standards. And it's going to make Country Lover the super-seller of 1974.

And 2 new lovers (because you can't have too many).

First, we launched two shampoos (one for dry & normal hair, one for greasy), a hair conditioner, setting lotion, bath gel and bath milk.

Now, alongside those, the 1974 range of Country Lover will include a conditioning shampoo and freshener pads.

For full details, ask your J.N. Toiletries representative. Or else contact us direct.

(Then wait for the-comeback.)

Country Lover

With a breath of the country in it.

J.N. Toiletries,
Kitty Brewster Estate, Blyth,
Northumberland. Blyth 2596.



Sometimes, you have to go back to go forward.



The growth market for hair ornaments and accessories

Mike Alter, product manager, Newey Goodman Ltd

The dramatic increase in fashion consciousness of the past few years is now reflecting itself significantly in the growth demand for hair care products and hair ornaments — a market which has grown enormously and which this year will reach new heights.

Whereas manufacturers used to be assured, as they brought out new items, that the style would probably last for up to five years, today they must produce constantly new designs to accommodate the continuous variety of demand. This is a challenge which Newey, for one, is determined to accept, knowing from their own marketing intelligence that customers now will pay a little more for a product which is stylish as well as utilitarian, giving designers free rein to produce ranges which are exciting rather than run-of-the-mill. This is not to deny the important place still held by the practical accoutrements of hair care, themselves undergoing a period of growth. For in today's style-conscious world, while more and more people overall are visiting the hairdresser regularly to keep their crowning glory in fashion, likewise an increasing number maintain the style and condition of their hair at home more frequently.

Flow of ideas

A self-generating situation ensures a steady flow of ideas from the manufacturer and allows for developments which have changed conventional-use products almost beyond recognition. This has been reflected in the trend towards softer hair rollers, such as Newey's Relaxa range and those which do not need pins to hold them in place, such as the clip-on rollers.

While changing fashions produce a temporary decline in a particular product, they produce an upsurge in others. This sort of situation is one which large manufacturers like ourselves are well geared to cope with. Longer hair styles reduced demand for grips, but produced an increased market for hair nets. Now, the new shorter, tighter styles have accelerated demand for grips (particularly the unique dendrite range which match the colour of the hair), while hair nets continue to become more popular than ever, with a growing demand for the product by men adding to the boom in business!

The upsurge in home styling has encouraged the introduction of additional tools, almost as a by-product. One instance is the success of Newey's hairspray eye ard, as people become aware of the adverse effect a hair spray can have on eyes and make-up.

Newey travel the world to maintain their lead in the challenging area of anticipating new demands and fashions. Following the trend being set in Europe of the be-

ginning of a demand for hair ornaments for men, they are producing a few less-feminine patterns to be worn by men with longer hair. They are shortly introducing a new pony tail holder which still has woman appeal, but which is aimed primarily at the male market.

This male trend is not to be ignored. Television sport addicts are now no strangers to the sight of footballers wearing hair bands; in factories, the wearing of hair nets and pony tail holders is commonplace by men; at home, in many cases, the male has taken over his wife's hair drier. All add to the boom now being experienced by the retailer of ancillary products to hair care.

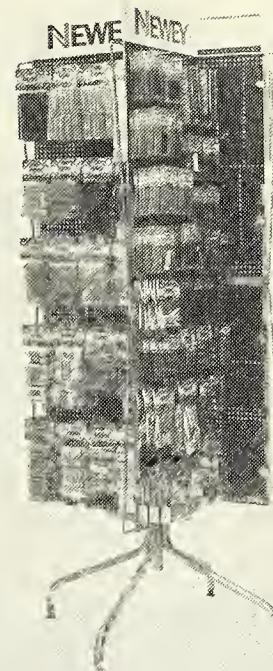
Twenties influence

We are now in the throes of the return of the "Gatsby Look" for women. With this 1920's influence we shall probably be seeing tighter permed hair and with it the revitalisation of aluminium curl clips for permanent waves. At the same time, such items as the Cut'n'Comb, for keeping the hair trimmed, should increase in demand for both men and women. Side combs are already in great demand. Newey are now producing patterned ones of flattering appearance and — perhaps because they are the only manufacturer supplying these to any great degree, the company is finding them unbelievably popular.

New developments in hair slides which have already caught on include a new finish with a rainbow effect, instead of the conventional laminated type and the frog-eye slides, which incorporate a new process of vacuum-coating glass beads. The latter have proved so popular that when shown for the first time at Mount Royal Gift Fair, the total first commitment was sold and more ordered than originally anticipated for the whole year.

In a year of market expansion at an unprecedented rate, Newey have not been hit as badly as some by the raw materials shortage which have brought about such difficulties. The company is fortunate in that it carries vast stocks of materials and at the same time manufactures most of the products it supplies. Thus the excitement generated by the high-quality Europa range of hair ornaments, launched this year, and the new 1974 Newey Christmas range which includes manicure sets and car sets as well as bath caps and boudoir hats for hair protection, are certain to be translated into successful sales.

In support of this, Newey are breaking new ground in marketing and packaging plans to help wholesalers and retailers keep up with demand. In this packaging-conscious field of operation they are constantly up-dating, with an increasing move into bubble packs and other developments. New concepts in display stands are under



review — and the unique use of Perspex in the attractive Elite stand for the Europa range is already proving a winner.

With the significant improvements carried out last year in service and delivery by the wholesale trade, it was not surprising that Newey's marketing research produced figures showing the trend for purchasing of hair care sundries in general was from wholesalers rather than direct purchasing. Trends in 1974 show this system is accelerating. In co-operation with wholesalers who are now producing even better results, Newey are launching a new service on a test basis, initially in London, the South East and the Midlands, to make ordering even easier for retailers and wholesalers. Newey representatives will make calls on retailers, service their hair care stands and place the orders through the wholesaler for them.

This is all part of the modern way of backing up the wholesalers' improved service and at the same time keeping shops up-to-date with new styles and fashions being supplied by Newey.

New advisory series

A new series of leaflets is being produced by Evelyn Douglas of the Gillette Toiletries Advisory Bureau. "Care for your hair" is an attractive green-and-white concertina leaflet giving hair facts, tips on shampooing, conditioning and setting. It also describes some of the hair's enemies, and gives advice on treating common hair problems.

"Double value styles for four seasons" contains eight hairstyle suggestions with setting directions and tips. Both booklets are obtainable by consumers free of charge (but with a stamped addressed envelope) from: Evelyn Douglas, Gillette Toiletries Advisory Bureau, Great West Road, Isleworth, Middlesex.

Interlene in booklet

Winthrop Pharmaceuticals' 28-p consumer advisory booklet on hair care has recently been updated to include information on Interlene (it also mentions Lenium and Phisohex). Copies are available from Winthrop House, Surbiton, Surrey.

An unrealised potential

There may be more potential to the hair care market than many chemists realise, according to Laughton & Sons Ltd, makers of the Lady Jayne range. Apart from toiletries and electricals, they see a £9·25m market, made up of:— £3m rollers, grips, pins and soft goods; £3m brushes and combs; £2m hair ornaments (adult); £1·25m children's hair ornaments. The growth rate Laughton put at 15-20 per cent per annum.

Independent research they commissioned in 1973 showed 85 per cent of chemists (excluding Boots) stock products from one of the three major ranges, with Lady Jayne top at 57 per cent distribution. But whereas 94 per cent of multiples stock one of the brands, the percentage in small independents is down to 82.

Lady Jayne stands are in about one in three chemists — the stand value turns over about five times a year, which could be higher with better awareness of the potential.



A new range of Miss Jayne slides, bobbles and bands caters for fine young hair

Looking to the future, Laughton see great potential in brushes and are introducing new items both in this market and in hair jewellery. An "inflation beating" change in the Lady Jayne pony tail bands card will give six bands instead of four for £0·15 instead of £0·14 — "50 per cent more product for only 7 per cent increase in price". It is for sale from mid-summer.

Setting lotions—it's a matter of choice

Even the most simple hair sets won't stay perfect for long without the aid of a good setting lotion, and in the traditionally damp British climate many women find it important to use one alongside shampoo and conditioner. Setting lotions need no longer be sticky to use or leave the hair looking dull and lifeless. The Polyset plasticised range of lotions was introduced to solve these problems; being non-sticky and non-greasy they not only make a set last, but also make the hair easier to control when setting and protect it from the elements by leaving a transparent, shiny yet flexible film.

Polyset has shown a rapid expansion in sales over the past few years. In 1973 the brand did extremely well and sales were up 18 per cent on 1972. Polyset brand manager, John Boundy accounts for this by referring to the cost per application compared with other brands. "I believe that 1973 was a good year for us because we followed this thinking through to its logical conclusion by concentrating on aggressive 'value for money' promotions for both consumer and trade. So far this year we have held our prices, thereby increasing our value for money claim versus competition, and we will be concentrating our promotional activity through chemists to underline this claim".

The wide range of lotions available, however, is also an important factor in the popularity of Polyset, John Boundy feels. "The customer likes to be able to choose a product to suit her particular hair type and colour", he says, "and the product is also popular as a 'testing ground' for women who would like to

change their hair colour but wish to experiment before buying a more permanent hair colourant." Besides providing the basic setting lotions for normal, dry and greasy hair and an extra hold version for difficult hair, the Polyset range includes a mild lightening set and coloured versions which incorporate a shimmer of colour to flatter and enliven the natural hair tone. The colours — for fair hair, brown hair, and silver and blonde hair are subtle and wash out with each shampoo.

For the many consumers who prefer using herbal shampoos, Polyherb is claimed to be the only one on the market that can satisfy their different hair types—Polyherb Balanced for normal hair, Polyherb Rainsoft for dry hair and Polyherb Plus for greasy hair.

Pifco Ltd are introducing new display packs for their personal care appliances. The packs have a unifying theme and are in black with full-colour illustrations to create a strong and readily identified display grouping



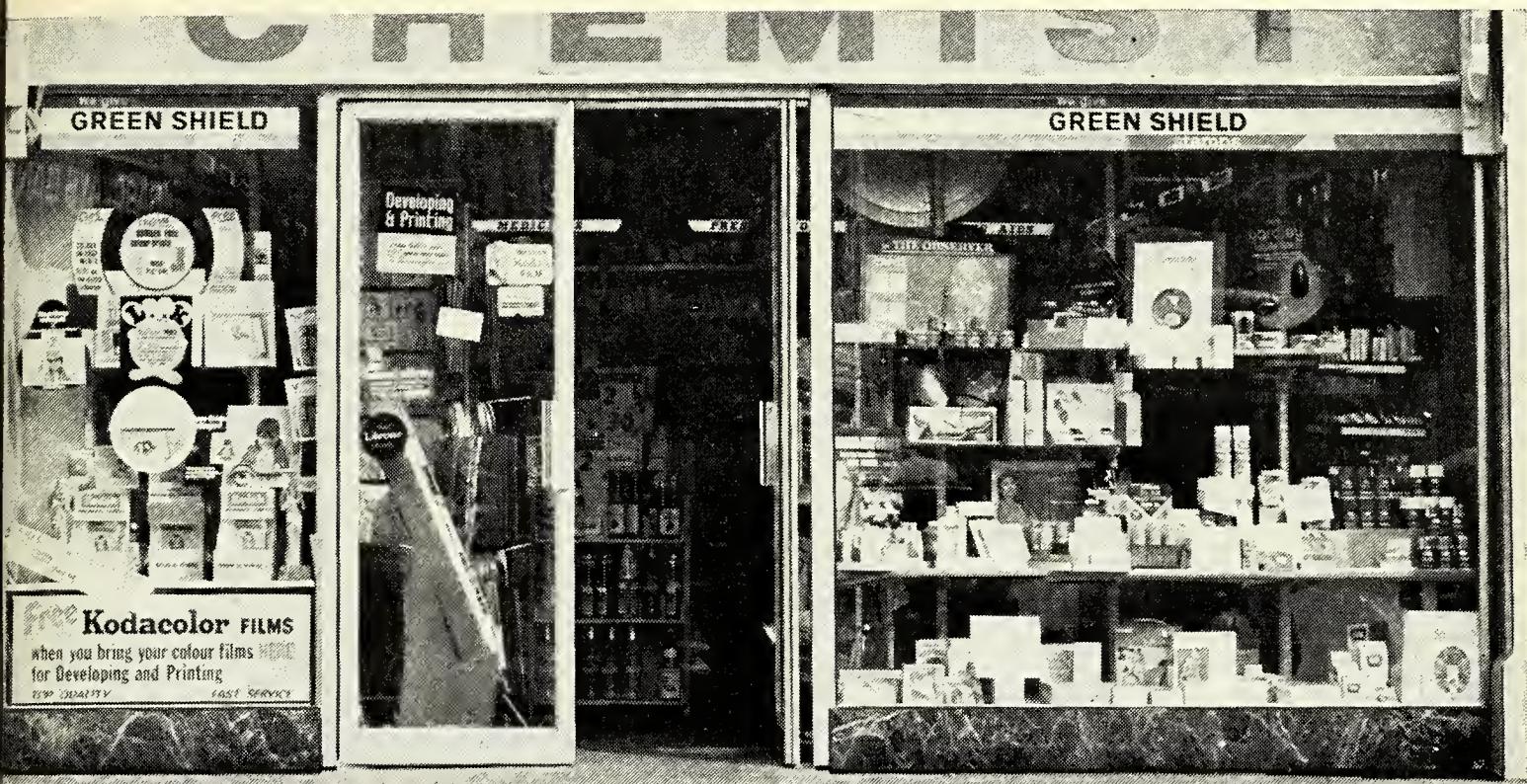
'Top profit per facing'

The medicated sector of the shampoo market is showing a growth rate of some 6 per cent per annum, according to Stafford-Miller Ltd, and within this, Tegrin ("one of the highest turnover medicated brands") is increasing its share. Growth of this antidandruff shampoo has been reinforced by the successful national launch during 1973 of Tegrin lotion shampoo and the makers believe that retailers are now realising that the brand offers a higher profit per facing than any other shampoo.

In 1974, promotional expenditure on television alone will exceed £200,000. The new Tegrin commercials, screened with excellent results during the latter half of 1973, will be seen by 93 per cent of adults in the UK on at least 13 occasions. Records reveal that shop sales are particularly sensitive to Tegrin advertising — "this year will be no exception," say Stafford-Miller.

Tegrin is available on bonus terms to direct account customers until the end of June; details from representatives. The sales force will also be placing new and original shelf arresters (see illustration) in chemist outlets. A bright and attractive point of sale unit it is designed as an "attention-getter" to lead to increased awareness and therefore, increased sales. Details of an additional bonus and mystery shopper competition will be announced shortly.





For the man who has everything...

Something to make a nice change

When you stock Formula 16 you're not just adding yet another toiletry to everything else.

Formula 16 is a uniquely successful treatment for grey hair. It brings back natural looking colour. It feeds colour back gradually, so that there's no embarrassing sudden change.

A few drops applied daily for two to three weeks produces this nice confident difference. And then just one application a week is all it takes to retain the colour... Formula 16 is a proven product. Effective with both men and women. Safe. Non-greasy. With a distinct, large market of its own.



The price is right. And so is your profit.

It's advertised regularly in the national press. With ads which, like Formula 16 itself, have proved they really work.

Could be just what you need for a change, couldn't it?

The optional extra

We know how much you don't need another shampoo. But people kept asking which was best to use with our hair colour restorer. So in the end we brought out a Formula 16 Shampoo. It has been said there's none better - for any age and kind of hair.

Formula 16

VINCENT PRODUCT / LE Vincent & Partners Ltd Kings House 10 Haymarket London SW1 Tel: 01-839 5445 Telex: 28701

Hair market is 'vulnerable to innovation'

The hair care market is at present highly vulnerable to innovative exciting new concepts, according to Victor Bennett, marketing manager of Alberto-Culver. He points out that the older established toiletry companies maintain customers' interest by regular pack or formulation relaunches — but usually under the same brand name, the manufacturers preferring to extend the use of the "corporate" name to a range of products. But there has been very little product activity in terms of new concepts per se. It is to just such ends that the Alberto-Culver Co is currently directing its efforts in terms of research and development.

The company has already shown what can be done in a market which the UK's bigger manufacturers had largely ignored. They launched Alberto Balsam creme rinse conditioner backed by national television — having noted that usage of creme rinse conditioners was rapidly increasing. Alberto Balsam is now brand leader in a market thought to be worth £4m (IPC survey). Now, however, Alberto-

Culver believe it is the more established markets such as hairsprays and shampoos that are vulnerable to new developments. Alberto Balsam shampoo was launched last autumn — a substantial amount is being spent on television this year (around £350,000 at current rates) to ensure that Alberto Balsam shampoo is seen at least 25 times in 16 million ITV homes. The company did not take its commercials off during the three-day week. They decided that building up "awareness" is just as important as creating demand.

Mr Bennett suggests that chemists should concentrate on those markets in which they do well — markets which are relatively small to the grocer but show rapid growth. Among these are setting lotions, bleaches and colourants (and of course, creme rinse conditioners). In the more competitive markets (shampoos, hairsprays), the chemist should go for the premium price products which are largely chemist-only (eg VO5 hairspray) and limit his range of mass market products. Especially, however, note where a market traditionally non-grocery is being given good TV advertising support by the manufacturer!

Alberto-Culver were founded in the United States in the 1950's. They started up in the UK in the '60's and gained early success with VO5 hairspray. But Britain needs "specialist" attention, the company found, and 2½ years ago new management, headed by Mr John Hayter, managing director, began to give it just that. The Alberto-Balsam range and the relaunch of VO5 hairspray are just two of the positive results of this initiative — with the promise of many new innovative concepts to come.

Elnett grows in a declining market

With the trend towards natural hair styles, the purchase and use of hair sprays has been declining. However, L'Oreal's Elnett — sold through chemists and department store outlets — has increased its sales by 25 per cent in each of the last two years.

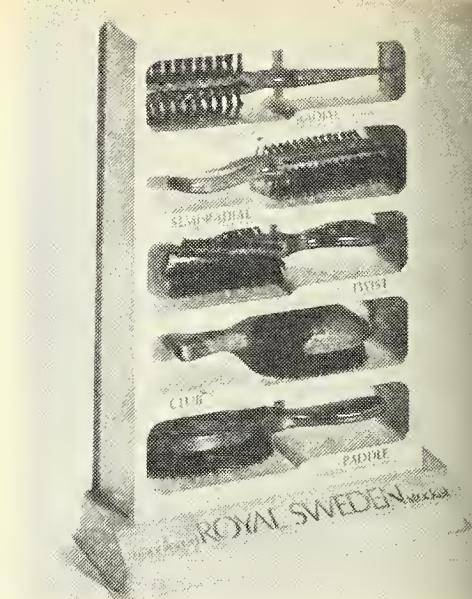
Michael Lane, marketing manager for Golden Ltd, UK, manufacturers and distributors, says of the rise: "It bears out our research which indicates a clear trend

towards quality hair sprays in which Elnett as brand leader in the chemist trade is well-placed. The premium price hairsprays section has grown considerably and we believe that this will continue as the discerning woman will always look for the extra pluses that these products give".

Elnett has been advertised strongly for the past two years on television and has a new commercial on nationally now. It has a special image with the consumer — 80 per cent of all women who use it have remained loyal to the brand as against 60 per cent of women who use other sprays on the market. Elnett is said to have the most important characteristic of a hairspray — the ability to brush out easily. Also its distinctive micro-diffuser ensures fine spray which serves to give natural hold without any apparent trace.

There are nearly 19 million women in Britain and some 50 per cent (according to the IPC Cosmetics' Survey) use a hairspray; 41 per cent use them once a day or more; 16 per cent use them three or four times a week and a further 16 per cent twice a week.

Hairsprays are used mainly in the 25 to 54 age group — 64 per cent of the women in this category use one indicating that sophistication and elegance are important aspects of hair care to hairspray users. This is something Elnett have exploited successfully in their advertising and promotion.



Royal Sweden display

A counter display unit has been designed for Royal Sweden stockists. It holds the five styles of hairbrush currently in the standard range — radial, semi-radial, twist, club and paddle each with a brief description for use of the individual brush styles to help customers choose the correct hairbrush for their purpose. The stand comes free with one of each brush style with small qualifying order.

In a series of special promotions Jacquelle offer the following:

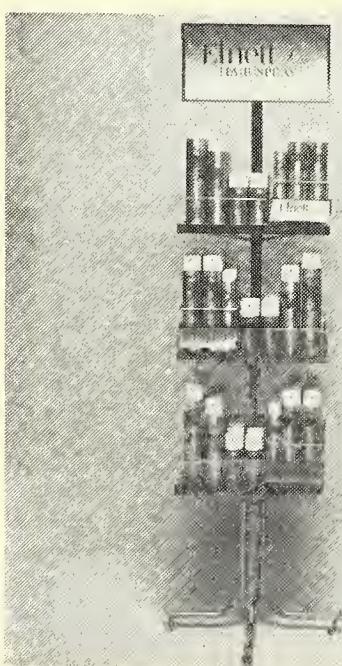
- Royal Sweden handbag hairbrush (codes 15505, 15565): With orders for one pack of each, one pack containing six 15505 brushes free (retail value £4.50).
- Jacquelle Swiss Crystal hairbrush (codes 812, 813, 814, 815): With orders for one pack of each, one pack (three brushes) in a choice of 813, 814 or 815 free (retail value £2.85).

The counter display stand and promotions are available from Jacquelle Sales division of Jackel & Co Ltd, Kit Brewster Estate, Blyth, Northumberland.



Gill's range extended

In conjunction with Jochem's of Holland Beautisales Ltd have introduced four new hair care products to add to the already established Dutch preparation and Gill's dandruff shampoo. They are Gill's lemon shampoo (for greasy hair), almond oil shampoo (dry hair) and protein shampoo (poor hair) — all 75cc selling at £0.26 — and Gill's Grey-go hair lotion (75cc £0.43). The latter is a remedy for grey specks in the hair which is said to counteract loss of pigmentation and to act about 21 days. It is being advertised in The Sun.



Alberto Balsam has got to the roots of hair care



Alberto Balsam Conditioner: Brand leader
Alberto Balsam Shampoo: Growing fast
Are you getting enough of BOTH?

US consumers shampoo more

In the United States, the formerly static shampoo market has increased by 52 per cent in value terms over the last three years, say Chesebrough-Ponds Ltd. This is almost entirely due to increased frequency of usership, rather than in trading up or increased penetration. Research there has shown that consumers prefer to maintain their hair in the peak condition produced immediately following shampooing, ie clean and free from the accumulated deposits of natural oils. There has been an unsubstantiated taboo for many years surrounding frequent washing of the hair — it was seen as damaging to the hair. However, advertising in the United States has since reassured consumers, and as a result the market has been extremely dynamic. Chesebrough-Ponds anticipate a similar expansion in the UK, though perhaps to a lesser extent.

However, despite numerous heavily-supported introductions during the past two years, the six major brands which dominated the market in 1972 still hold this position two years later (Head & Shoulders dandruff shampoo is an exception to the pattern).

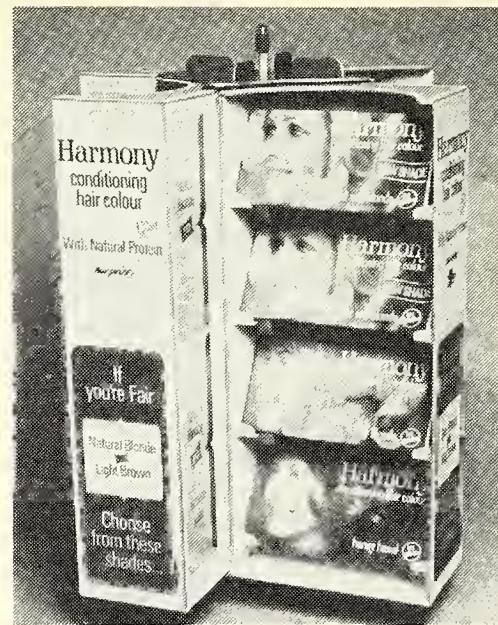
Brand strengthens

Vaseline Balanced Care shampoo, say Chesebrough-Ponds, is the longest established brand in the market. Independent research has revealed the brand's strengths to be "reliable, gentle, effective" — summarised in consumer terms as "not glamorous, but good".

Television advertising (which will restart mid-May with the addition of a 30 sec commercial) softens this functional image by adding to the brand a youthful and romantic promise — using the prize winning "Girl with the shining hair" theme. Penetration amongst 16-24-year-old females has increased by 100 per cent since this campaign started in April 1972.

The brand is a strong seller through chemists — perhaps because the image fits in with the target image for most chemists. The shampoo sector is characterised by a lack of brand loyalty: all recent research has shown up the fact that two out of three women have no intention of repurchasing their current brand.

Chesebrough-Ponds recent research reveals that consumers feel they must change their shampoo frequently because any brand loses its effectiveness within a short period, because their hair becomes accustomed to it. "It is for this reason that retailers cannot treat shampoos as they might do a number of commodity products, ie they must stock more than just two brands. This need for continual brand switching also highlights the importance of stocking a range of sachets, another factor often ignored by the grocery sector, and from which the chemist sector profits.



Harmony relaunch

Elida are relaunching their semi-permanent hair colourant, Harmony. The brand is said to dominate its section of the market, and to account for about 24 per cent of all colourant sales.

For the relaunch, the triangular shaped packaging will be retained, but with new headshots, showing shades and end results, more clearly. A new shade, Light Ash Blonde, will replace Burgundy. This re-balances the shade range to give more choice to the 20 per cent of women who have fair hair.

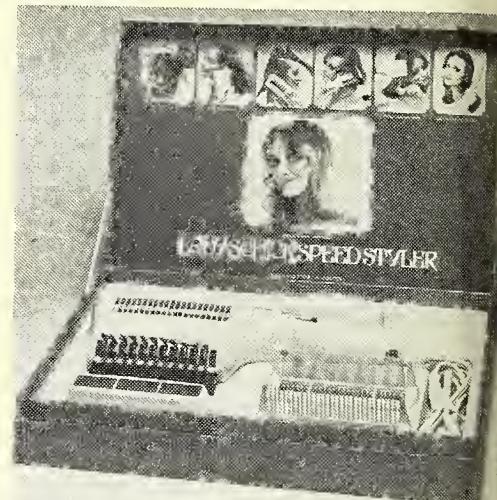
A new £115,000 advertising campaign will support the relaunch from May until the end of the year, and will be featured in *Woman's Own*, *Honey*, *19*, *Living*, *Petticoat* and other leading women's magazines. Trade bonuses during the relaunch period and display material are available.

Two additions to Schick range

New products have been announced by Carmen Curly Co in the Schick range and are to be available for sale from "late summer".

The Speed Styler by Lady Schick is said to be the fastest, most versatile hand held hairdryer on the market. It has five attachments to make styling simple and enjoyable. Features are extra power (800 watts), two speed setting ("dry" for speed drying with high heat and maximum air flow, and "style" for softer airflow), styling brush (circular design to make home styling easy and for brushing body into the hair), two styling combs (wide- and narrow-tooth), concentrator nozzle, styling handle (allowing use of brush and comb attachments on or off the dryer), and presentation case (covered in simulated lizard skin). Selling price is £14.95.

For men, the Schick styling dryer "with extra drying power" is said to be considerably faster in drying hair than the previous hand held styling dryer in the range. Its features are 500-watt drying, circular styling brush, concentrator nozzle, two styling combs, and presentation case in simulated leather. Selling price is £11.95.



continuing regular programme of hints and tips, and a continuous flow of letters on hair care problems from housewives who see the studio on television. The advertising has generated a high level of authority for the Halo range, say the makers, and greater interest among women than any other hair care advertising.

The chemistry of dry shampoo

The hair shaft is covered by a transparent cuticle in the form of overlapping scales which lend the hair its shiny appearance. This is emphasised by the layer of interstitial moisture captured between the cuticle of the hair and its shaft. Natural or applied lubrication, coating by substantive cationic materials, or mechanical polishing all help preserve this condition, but if, in the performance of such treatments, the scales of the cuticle are lifted, or the cuticle is otherwise shattered, it immediately becomes opalescent or opaque and the hair shaft appears dull: the interstitial moisture leaks, or is sucked out and the shaft soon loses its elasticity and becomes brittle.

The right type of brush and comb is important but, if materials, and particularly powders, are suffused through the

A shampoo that will expand the market

The launch of Halo will certainly help to extend the hair care market, say Colgate-Palmolive. Halo, they state emphatically, is not "just another shampoo". It is designed to be a complete range of products developed to help every woman care for her own hair — company research shows that 80 per cent of British women do their hair at home.

The Halo product concept has called for an entirely new advertising approach in a market that has in the past been divided between two contrasting approaches — dreamy romance or austere medication. The Halo hair care studio was established to give the consumer genuine practical help and advice. There is a

Continued opposite

dry shampoos

continued from p 18

they must be carefully selected to polish the cuticle while not tearing it.

Old dry shampoos were composed of chemicals in effective concentration which, as a result of their relative hardness (calcium or magnesium carbonate, etc), their sharply crystalline shape (sodium bicarbonate etc), or their surface texture (silicas, etc), abraded or dragged up the cuticle. Often they also contained alkaline materials such as borax, added to convey an anionic action to the shampoo which was supposed to make them easier to remove.

Modern formulation

modern dry shampoo — such as Demuth's Gem — is based on high proportions of organic condensation products of starches. These are more efficient in action, polishing the cuticle without the position of lubricant, and they do not interfere with the hair or style.

Gem is based on a tetramethylol acetylene diurea reaction product with rice starch. The particles are soft, round and smooth (offering a large surface area) and have a smooth surface. The formulation releases, in the presence of scalp moisture, traces of maldehyde to produce a useful and tolerated concentration on the scalp, exercising an antiseptic and dermatophytic action which inhibits dandruff.

A dry shampoo with this slight but buffered acidity has the advantage that it overcomes the problem of flyaway hair, and gives that apparent body and bounce essential to manageability.

Beautisales

We're good for business.

Jochem's Hair Preparation

170cc

£7.80 per dozen + VAT

Retail price £1.07 each

Gill's Medicated Dandruff Remover Shampoo

75 cc

£1.56 per dozen + VAT

Retail price 22p each

Gill's Grey-Go Lotion

75 cc

£3.12 per dozen + VAT

Retail price 43p each

Obtainable from your local wholesaler or direct from:

Beautisales Ltd

35 Old Bond Street, London W1X 4JH.

Tel: 01-493 2565/6.

THEY'LL GO STRAIGHT FOR IT.



Few things cause a girl more problems than her hair.

So that any product which really helps her solve one of them is bound to be welcomed:

And that's why Teeda Hair Straightener has got a big future.

It's the best (almost the only!) hair straightener on the market.

And as from February, Teeda will be promoted by heavyweight, National advertising.

The campaign, using feature spaces in leading girls and women's magazines, will run throughout the year.

It will reach a total readership of 6,510,000.

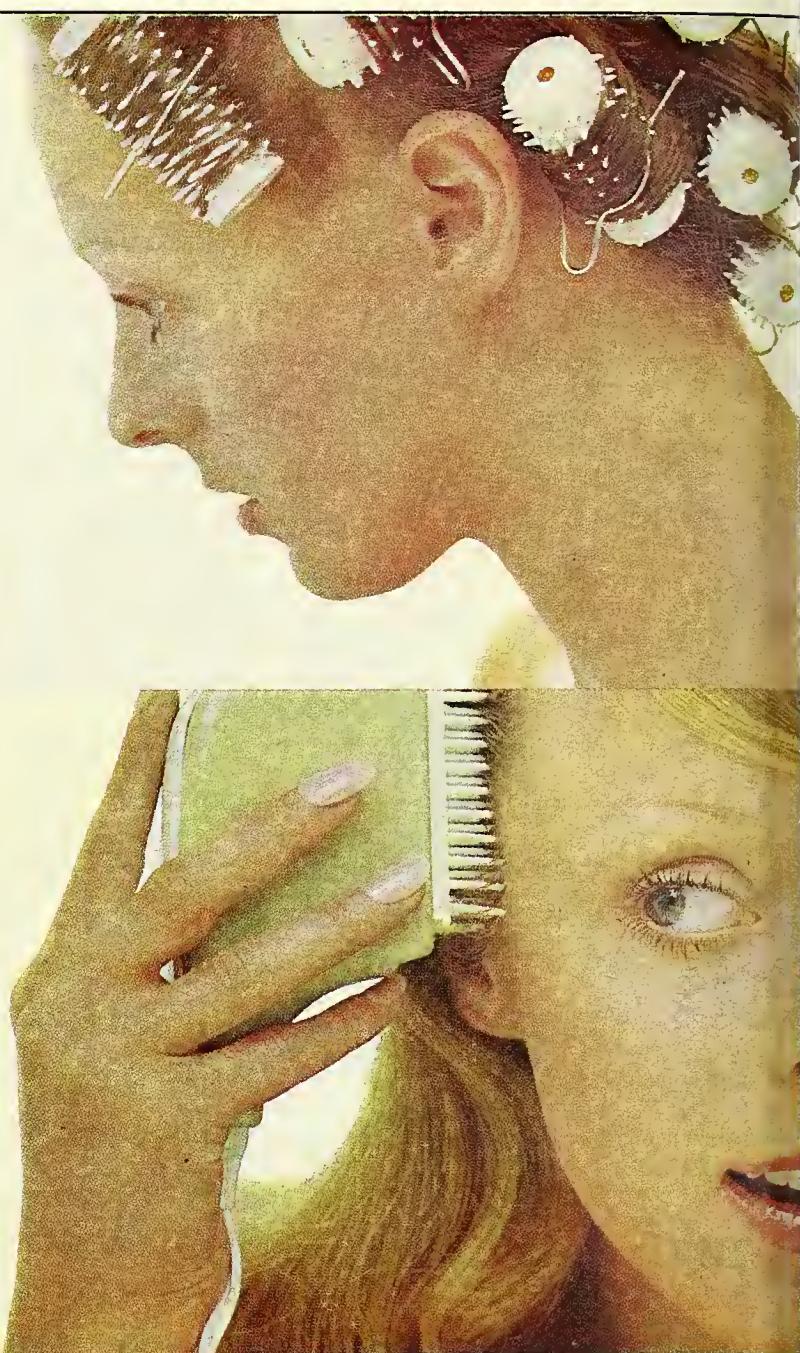
And that's a pretty big guarantee that when you put Teeda on your shelf it'll move straight off.

Trade: 66p. exc. VAT Retail: 99p. inc. VAT

For all details, ask your Kirby representative, wholesaler or else contact us direct.

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